

**PLR GOLD**



*Edmund Loh's*

**GUIDE TO**

**PRIVATE LABEL RIGHTS**

**Your Essential Guide  
To **Buying & Selling**  
**Private Label Rights!****

**VERSION 2**

[www.PrivateLabelRightsGold.com](http://www.PrivateLabelRightsGold.com)

*Edmund Loh's*  
***Guide to Private Label Rights***

Copyright © 2006 Edmund Loh

**No part of this publication may be republished, modified or altered in any way without the express written permission of Edmund Loh**

**LEGAL NOTICE**

Edmund Loh has strived to be as accurate and complete as possible in the creation of this guide, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

This book is a common sense guide to buying and selling Private Label Rights products. In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

All the product names and logos described within this guide are the trademarks and/or copyrights of their respective owners. None of the owners of the product names and logos has authorized or approved this publication.

Screenshots found in this manual are taken from publicly accessed areas and files and are used as “fair use” for reporting purposes and to illustrate the various points mentioned within. Text and images available over the Internet may be subject to copyright and other intellectual rights owned by third parties.

# Table of Contents

<b>Introduction</b>	<b>4</b>
<b>Private Label Rights Explained</b>	<b>7</b>
• Case Study 1: Chemicals	8
• Case Study 2: E-book	10
• What the Chemical Industry and Internet Marketers Have in Common!	13
<b>Buying Private Label Rights</b>	<b>15</b>
• Is Buying Private Label Rights for You?	15
• Making Your Money from Buying Private Label Rights	15
• Pros	16
• Cons	17
• Sourcing for Private Label Rights Products	20
• Where to Source for Private Label Rights Products	23
• Private Label Rights Buyer's Tips	25
<b>Selling Private Label Rights</b>	<b>27</b>
• Is Selling Private Label Rights for You?	27
• Making Your Money from Selling Private Label Rights	27
• Pros	28
• Cons	28
• What You Need Before Getting Started	29
• Setting Up Your Private Label Rights Business	31
• Private Label Rights Seller's Tips	47
<b>In Closing</b>	<b>51</b>

# Introduction

---

Hi,

Welcome and thank you for investing in this guide. It is without any doubt that Private Label Rights serves as a new business opportunity for you and anyone else in the Internet Marketing field.

Some Internet Marketers say that Private Label Rights is the latest “in thing” in Internet Marketing, but the truth is that Private Label Rights have not only long existed before the World Wide Web came up, but have also been practiced offline in several ways or another.

In this guide, I will show you:

- **What Private Label Rights is all about.** Sure, you have heard of Private Label Rights and learn its definition from publicly accessed information, but do YOU really understand what it is? I don't know, but I am going tell you what it is and how it can open up new opportunities to you and your Internet Business – my way.
- **How you can save time, money, and effort with Private Label Rights products.** You may have been longing to start your own Internet Business with a product in demand which you can proudly call your own. But you may not have the talent, skills and expertise to create your own quality in-demand information product. Or you are a busy person with so many things to do, so little time. Perhaps it is the process and effort it takes that really puts you off and you think that most of your efforts should be focused on marketing to the demand. Most importantly, you want to have a product which you can call your own.

Finally, with Private Label Rights products entering the market, you now have the alternative to save time, money and effort and I will describe to you why this is the case in this guide.

- **The pros and cons of Private Label Rights.** Like anything else, Private Label Rights have its share of pros and cons, with people taking different sides and having different opinions. Some believe that Private Label Rights is here to stay while others think that Private Label Rights is not as good as one should think it is.

After some studying, I have discovered that both sides have VALID points. In this guide, I describe to you the pros and cons objectively but it is my sincere wish for you to tap onto the Private Label Rights opportunity!

- **Where to acquire Private Label Rights products.** I show you the best places to obtain quality Private Label Rights products you can use for your own which can help you save time, money and effort from creating your own products, or even hire a ghostwriter for that matter!
- **How to make money from Private Label Rights products.** If you are a product developer, let me show you how you can earn even more with the same product you have done earlier! Believe it or not, it is only a matter of putting a different pitch and shifting the focus of your product and these two factors alone are responsible for your extra amount of income, for the same effort done once!
- **And much, much more!**

If you would notice, this guide appeals to two different markets, namely the buyers and sellers of Private Label Rights products. I could have divided this guide into two and cater to the two markets separately but I believe that since Private Label Rights is still relatively new to Internet Marketing, I

should think that understanding Private Label Rights overall is important to BOTH the seller and buyer.

You will also discover some of my own insights and tips, having bought and sold Private Label Rights products myself. All in all, you will find that there is an abundance of business opportunities in Private Label Rights that you can take your fair share of its pie.

With that said, I wish you all the best in your business undertakings and hope that you benefit and profit from the information within the coming pages.

To Your Private Label Rights Success,

*edmund loh*

E-mail: [edmund@privatelabelrightsgold.com](mailto:edmund@privatelabelrightsgold.com)

**Receive High Quality Private Label Rights Every Week!**

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

**Subscribe to My PLR Chronicles Mailing List!**

<http://www.privatelabelrightsgold.com/plr>

# Private Label Rights Explained

---

## *What Is Private Label Rights?*

If you are not that familiar with what **Private Label Rights** really is, Private Label Rights allow you to make limited to unlimited changes to specific or all parts of a digital product.

Changes can include:

- Changing the title of the product,
- Putting your own name as the author,
- Using your own E-cover,
- Embedding your own affiliate links,
- Adding, removing and editing the content of the product,
- Editing the pre-written sales letter,
- And even more!

Check out the following real-life case study where Private Label Rights are actually being applied in conventional businesses.

## *Case Study 1: Chemicals*



When was the last time you went shopping for your hair shampoo? Do you remember spotting several shampoo brands on the shelf before picking up your favorite brand? Sure you do!

Different shampoos have different qualities, different quantities, different colors, different brands, different this, different that, and hence the different prices.

But has it ever occurred to you that some of the shampoo ingredients can actually originate from the same manufacturer?

You may be well acquainted with shampoo brands, but do you know the backstage manufacturers who supply all the ingredients necessary to the shampoo company who in turn sell to the retailer who again in turn resell the complete product to you at a mark-up price? Chances are that you would not know!

### **From Manufacturer to Wholesaler to Retailer to Customer**

The chemical manufacturer manufactures chemicals together with its Private Label Rights to its customers who are mainly wholesalers.

That means its wholesaler customers are allowed to add their own additives, coloring, and other ingredients into the chemicals they purchase from you.

Your customers can also call it their own, label the product, break the quantity of chemicals into several boxes and packages, and sell them at any price they wish.

### **Where the Chemicals from**



The manufacturer purchase several different raw ingredients from several suppliers and process and manufacture their own chemicals to be sold to wholesalers.

The manufacturer only has to supply the raw chemicals to its wholesaler customers for their business operations and catering to retailers and consumer needs.

The wholesalers, on the other hand, are responsible for marketing the complete products and managing customer service.

### **How the Manufacturer and Wholesalers Make their Money**

The manufacturer makes money from its wholesaler customers. The wholesalers in turn make their money from retailers and consumers.

### **Back to the Shampoos**

Now you know that some shampoo brands may have their raw ingredients come from the same manufacturer, does it really matter to you especially when you factor in the different prices? No, of course not!

Because each shampoo company adds their own additives, fragrances, and other ingredients into the raw chemicals they have purchased from the same manufacturer, it would be hard for you – or anyone – to tell if the two shampoo brands are the same!

Factor in branding, perceived value, and marketability, quality and price difference are no longer a debate!

### ***Case Study 2: E-Book – How to Create Your Own Professional eCovers In Photoshop!***



*How to Create Your Own Professional eCovers In Photoshop!*

I sell the Private Label Rights to this E-book to Internet Marketers who are catering to the Graphics and Photoshop market.

### **Where I Get My Digital Product From**

I can:

- Create my own digital product,

- ☑ Engage a ghost writer, or
- ☑ Establish a Joint Venture with a product author and split the profits for every sale made, which is exactly what I did in this case study. The product author creates the product while I provide sales and marketing of the product with Private Label Rights.

### **How My Customers and I Make Our Money**

I make my money by selling the Private Label Rights to the E-book to Internet Marketers who are in the Graphics and Photoshop market.

That means my customers, mainly Internet Marketers, can put their names on the product, edit the product's contents, use their own E-covers, include their own affiliate links, use or edit the pre-written sales letter, and edit the product's contents.

On the other hand, the Internet Marketers make their money by:

- ☑ Selling the product by themselves,
- ☑ Conveying Resell Rights to the product for their resellers to resell thus the Internet Marketers can leverage their marketing effort on resellers,
- ☑ Leveraging on affiliates to market the product,
- ☑ Creating multiple free reports, bonus incentives, and articles, for viral marketing purposes.

The Internet Marketers do not have to share a *single* cent of their profits with me thus making Private Label Rights an attractive benefit for them to save time, money and effort.

My customers are responsible for marketing and customer service as my role is only to provide the Private Label Rights to the E-book for their business operations or to sell to their own customers or resellers.

### **The Secret of Gurus and Top Internet Entrepreneurs Exposed?**

Now you know that some of the Top Internet Marketers' products you have purchased may be ghostwritten or have its Private Label Rights originally purchased from someone else, does it really matter to you?

No, of course not!

Because not only do these Internet Marketers add in their own experiences, wisdom, personal touches and more into their digital products, you get to benefit from information you can use and that is most important!

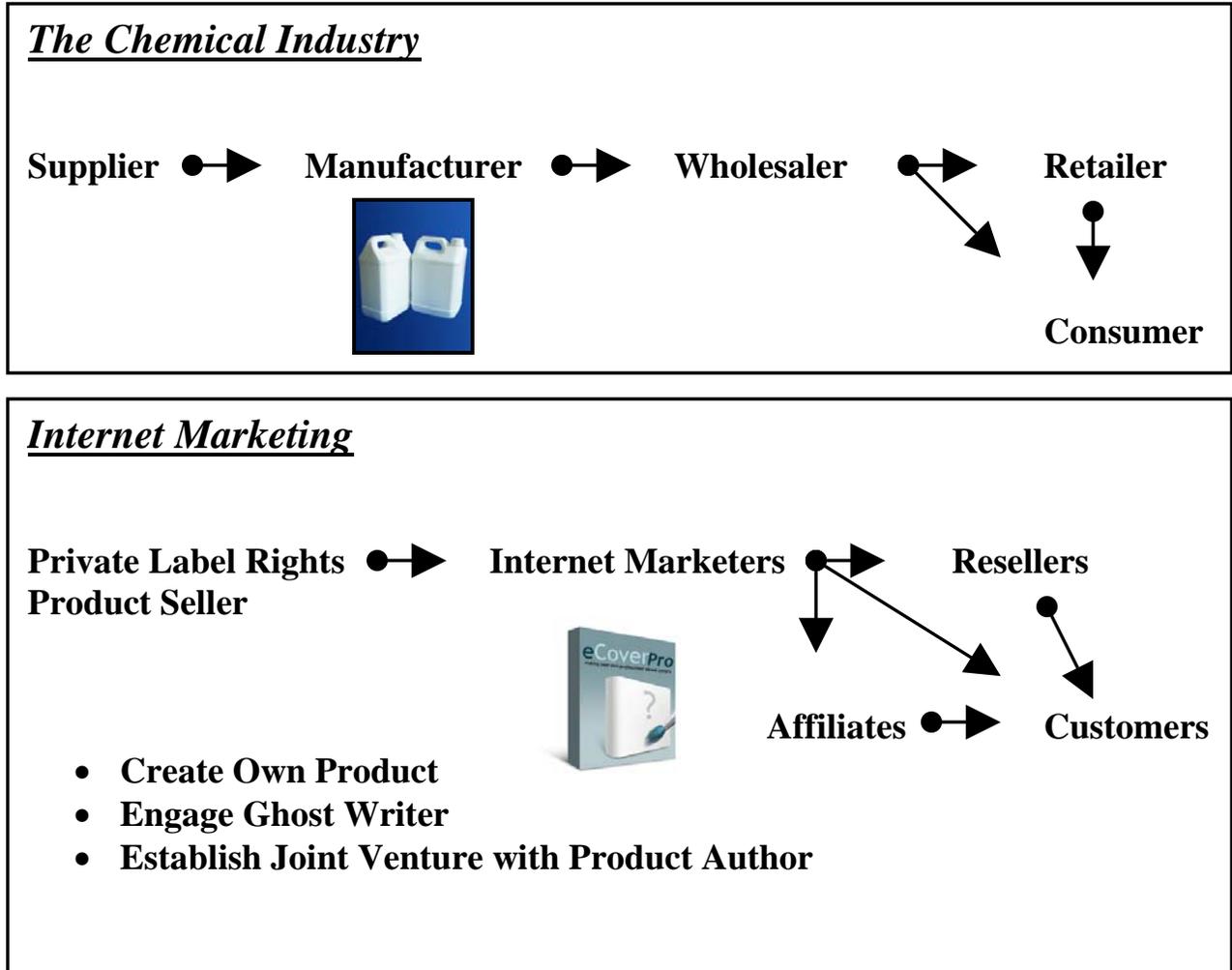
### ***Another Example – Rich Dad Poor Dad***

When Robert T. Kiyosaki wrote his first book, Rich Dad Poor Dad, it was obviously not the first “how to be rich” book written in the world and I doubt that he wrote the entire book himself, especially with Sharon L. Lechter being the co-author of the book and that he admitted in a few places in the Rich Dad series that he has failed in the English subject twice when he was in school.

Some of the financial wisdoms are not really original as they are covered by other authors of other “how to be rich” books. Not to mention, I do not think that he designed the book cover, either.

But did how he got his book written and published really matter to you – or anyone – after all? With the Rich Dad series being on the best sellers list, I do not think so!

## ***What the Chemical Industry and Internet Marketers Have in Common!***



Unlike other types of Rights you and I come across on the Internet, Private Label Rights is one of the very few rights I know of that is truly a **win-win** for both the dealer and the buyer.

But the question is: Is **selling** Private Label Rights the best choice for you, or is **buying** Private Label Rights a better option?

That is very much similar to asking yourself, “Do I want to be a manufacturer or wholesaler?”

I have been both a Private Label Rights seller and purchaser but rather than to tell you what is best for you, I will describe to you the pluses and minuses of both Private Label Rights seller and buyer in the coming pages and how you can take advantage of those opportunities. You decide how to tap onto those opportunities later!

# Buying Private Label Rights

---

## *Is Buying Private Label Rights For You?*

If you are longing to have your own product which you can call your own but you do not have the talent, skills and expertise to create your own, buying Private Label Rights products is for you.

Also, if you are a busy person with so much to do and so little time that you think most of your efforts should be focused on marketing to the demand in the Internet marketplace, buying Private Label Rights is indeed a smart option.

## *Making Your Money from Buying Private Label Rights*

The following are ways you can make money from purchasing Private Label Rights products:

- **Sell the product in its locked format (.pdf or .exe for E-books).**  
You can either sell on your own or leverage your marketing efforts on affiliates and Joint Venture partners.
- (If you purchase a collection of articles of the same theme with Private Label Rights) **Compile a collection of articles into an Information Product** and sell.

- **Convey Basic/Master Resell Rights to the product** and allow your resellers to resell the product and keep 100% of the profits. You can make your money from your customers and your reseller's customers by having them purchase more products or service access via your own links or affiliate links embedded in the product. You can make money from your resellers by charging them a one-time fee for rebranding the affiliate links within the product.
- **Create multiple free reports and bonus incentives** from the Private Label Rights product for viral marketing purposes. Your own links within the reports and bonuses serve as back-end selling.
- **Create multiple articles.** You can break up an E-book with Private Label Rights into several articles for article submission and send to your mailing list. You can add your own resource box with your own set of links at the bottom of each article.

While most of your ways of making money are similar to that of Internet Marketing, you are advised to carefully read the Private Label Rights terms and conditions to the product you purchase so you know what you can do and cannot do with the product.

## *Pros*

- You get to **save time and effort** from creating your own Information Product. Creating a quality digital product is effort and time consuming. Furthermore, creating your own digital product requires a great deal of skills, talent and expertise on your part, which you might or might not have.
- You **get more value for your money.** Private Label Rights sellers who provide quality Private Label Rights product can go an extra mile to provide you with pre-written sales letter, graphics and E-covers.

- ☑ You get to **claim authorship to the product**. This means that you can put your name as the author of the product. This is one of the most attractive benefits of any Private Label Rights product.
  
- ☑ You get to **add, remove and edit the contents** of the product. This is also another attractive benefit of any Private Label Rights product which you cannot find in any normal Resell Rights product. You get the raw format (in Note Pad and/or Word format) of the product when you purchase Private Label Rights products, allowing you to alter the contents such as adding in your own wisdoms, personal experiences, using your own format, and more.

## *Cons*

- ☒ Private Label Rights is **one of the most expensive rights** there is on the Internet. Private Label Rights can cost from a few dollars to even thousands of dollars, depending on the quality of the product. But then, purchasing Private Label Rights is a cheaper alternative compared to engaging your own ghostwriter in most instances and more often than not, you get more than your money's worth.
  
- ☒ Private Label **Information/Digital** Products are different from Private Label **Physical** products. A bottle of shampoo may be private labeled and their customers may not know the difference between the two shampoos because they are nowhere near as obvious as words are. In addition, it is easy to modify the content of the shampoo by adding in different ingredients, coloring, and fragrance, and the result? They become totally different shampoos altogether!

Unfortunately, no one can really say the same for Information/Digital Products, short of rewriting the Private Label Rights content.

## ***The Age-Old Private Label Rights Question***

While there are more Pros as opposed to the Cons where buying Private Label Rights matters, the second Con I have mentioned earlier happens to be a drawback that some Internet Marketers are really concerned.

Usually, the concern is that the Internet Marketer's reputation can be damaged because the same material or product is being sold by another Internet Marketer or that his customers have discovered that he has engaged a ghostwriter to create the product.

Now, I must say that that is a **valid** concern, but it does not have to be that way all the time, does it? You might want to do what Russell Lee did so that this particular Con can no longer be your problem! Check it out below:

### Case Study: True Singapore Ghost Stories



Picture source: [www.flameoftheforest.com](http://www.flameoftheforest.com)

If you are a fan of ghost stories living in Malaysia and Singapore, then you must have definitely come across the popular series of True Singapore Ghost Stories by Russell Lee and his team of ghostwriters.

At this time of writing, the series has entered into its twelfth volume and each book received a best-seller award in both Singapore and Malaysia... *with dead certainty.*

Well, that must make Russell Lee is rich and famous in the world of Ghost Stories in Singapore and Malaysia, alright. But did he write the ENTIRE ghost stories HIMSELF?

We are talking about 12 books, about 160 pages each, filled with “true” Ghost Stories, and they are not made up ones that you can just write overnight.

Nope, not a chance!

I have a copy of his book and a fine print on the cover reads:

**By Russell Lee and His Team of Ghostwriters**

Coincidentally, Russell's books are about Ghost Stories but that I am not referring to ghosts, ghouls, and spooks here.

Basically, Russell's ghostwriters do all the writing of the Ghost Stories without taking any credit. While Russell Lee can write, most of the writing is done by his team of ghostwriters. Russell's main role is merely a leader, facilitator and marketer as well. Russell interviews people who have personally encountered the supernatural to share their experience in his books.

The ghostwriters write the Ghost Stories after the interviews and Russell compiles them into a book and later sells to the book publisher.

But did all these damage his reputation? Russell receives plenty of fan mail that he mentioned in one part of his book series that he has ten fat folders, filled with fan mail, neatly kept in his office. If you read his book series, it becomes more obvious that in the later series, people come to him to share their Ghost Stories rather than he set out to interview them.

Did his ghostwriters bother the 700,000 people who bought 700,000 copies of his latest book? I do not think that Russell created the book cover, either. But heck, they could not care less, because they got what they wanted –

*Goosebumps* – even with the full knowledge that Russell Lee has a team of ghostwriters and that he does not do most, if not all of the writing!

**The Bottom Line:** The truth is that as long as you give what your customers want, and a quality work to go with, hardly anyone would really care about whether you have engaged a ghostwriter or bought Private Label Rights from another person.

And assuming that you are one of the 50 people who purchase a Private Label Rights product, the other truth is that not everyone will take action or do things right. Some may do nothing with the product they purchase. Some may get moving – in the *wrong* direction. The very few others will actively market the product successfully. **Let that be you!**

## ***Sourcing for Private Label Rights Products***

**Remember!** You **cannot** buy and edit a product if you **do not** have the Private Label Rights to it.

Now that we have got that part clear, let's check out the 3 common Private Label Rights (PLR) product sourcing mistakes you should avoid!

### ***PLR Sourcing Mistake #1: No Demand***

No matter **how attractive or high in quality** the product is, if hardly anyone is looking for it on the Internet, your money invested into the product can be well down the drain.

Sure, you can do what you like most, but I think that a business person should be focused on meeting the demand or as most people say, "*fill the niche*".

So, rather than looking into the product aspect just yet, check out the demand first. Is there a demand for the solutions found in the product in the first place? Are people actually looking for this product that you are looking at right now?

Basic business sense, but most people get it wrong where they place the importance of the product first in front of the demand. You paid good money for this guide so please don't do that, too!

When checking out the demand for a certain topic, use the Overture Search Term Tool here:

<http://inventory.overture.com/d/searchinventory/suggestion/> (Free service)

Assuming the product with Private Label Rights you want to purchase is targeted at weight loss (hot market by the way), type in the keywords related to the weight loss topic into the Search box. In about 30 seconds or less, the results will display how many people have searched for that specific keyword or related in the previous month.

Hypothetically, the more searches, the bigger the demand.

But we are not really done yet. The next question that you will want to find out is that are people WILLING to pay for it?

That is just as important because if there is plenty of people looking for that particular information but are not willing to pay for it, you have no business, either.

Also, you must consider the practicability of your product format. As an example, you purchase an E-book to "how to breakdance" (b-boy). While breakdance is a hot market where there are new people want to learn this amazing dance form every day, the truth is that a book is not practical to teach one how to breakdance. Unless the book is in multimedia format and packed with video clips, one cannot possibly learn much about breakdancing

from an E-book, especially since breakdance involves a lot of physical training rather than learning theories.

An E-book written on Yoga may be suitable, however, since one can learn Yoga through reading the book, seeing diagrams and later put them to practice. Unlike breakdance, Yoga does not have any swift and fast moves that you really have to practice and grill yourself to see a movie clip, frame by frame.

### ***PLR Sourcing Mistake #2: Limited Flexibility***

You will want to find out the following from the seller:

- Can I put my name on the product?
- Can I change the product contents?
- Can I resell the Private Label Rights? If you do not offer the Resell Rights to the Private Label Rights, and I am interested in acquiring its Resell Rights, how much will it cost? Will you still offer the Resell Rights?
- Can I convey Basic/Master Resell Rights to the complete and final product?
- Can I give the complete product away for free as a bonus incentive?
- Can I break the product up in several articles for article submission?
- Can I create multiple free reports from the product?

Understand that not every Private Label Rights seller offer the same Private Label Rights terms and conditions. Some give you full permission to edit and modify the product while others do not. And not everyone allows you to resell the Private Label Rights, either.

Depending on how you want to use the Private Label Rights product, you will want to find out in advance on what you can do with it from the seller before purchasing.

The more choices you can do with the Private Label Rights product, the better for you.

### ***PLR Sourcing Mistake #3: Unlimited Copies for Sale***

If the seller is offering too many to unlimited copies of the Private Label Rights product for sale, it can very well spell a danger to both the seller and all the buyers.

While product saturation takes quite some time to happen, and only a small percentage of the Private Label Rights buyers are effective Internet Marketers, mass copies of Private Label Rights products for sale can only mean more competition for you.

As a side note, I tend to limit the number of copies of my Private Label Rights product to protect the businesses of my customers who are mainly Internet Marketers so that they can have the benefit of filling their niches and target markets. Make sure that the Private Label Rights seller you are going to purchase from has that kind of thought in mind, too!

### ***Where to Source for Private Label Rights Products***

Here are some of the ways you can source for Private Label Rights products:

#### ***Search Engine***

To search for Private Label Rights products on the Internet, type any combination of the following keywords into the Search Box of the Search Engine:

- Private
- Label
- Resell
- Resale
- Rights
- Content
- Ebook, E-book
- Membership Site
- Software

**Examples:** “Private Label Rights”, “Private Label Resell Rights”, “Private Label Resale Rights”, “Private Label Content”, “Private Label”, “Private Label eBooks”, “Private Label Software”.

### *Membership Sites*

With Private Label Rights taking the Internet Marketing world by storm, several membership sites that specialize in delivering Private Label Rights products are spawning. However, here are a few membership sites which I can confidently recommend to you if you want to acquire Private Label Right products by the truckloads, whether you are sourcing for niche products or Internet Marketing-related solutions.

- [Digital Resale Rights Club](#)
- [SureFireWealth.com](#)
- [EasyNicheProduct.com](#)
- [Private Label Rights Gold](#) (must check it out!)

## ***E-zines***

Maybe you didn't realize it, but another great method of sourcing for products with Private Label Rights (and also be one of the first to know) is to subscribe to E-zines related to Resell Rights and Private Label Rights.

Another good benefit to name is that very often if you are on someone else's mailing list, the E-zine publisher or product author is very likely to give a discount – simply because you are a subscriber of his!

You can subscribe to my [PLR Chronicles](#) mailing list which is dedicated to giving you updates, information, and news on product released on all things Resell Rights and Private Label Rights related.

## ***Private Label Rights Buyer's Tips***

1. You can combine more than one Private Label Rights product on the same theme or topic into one and sell as a complete product at a higher price.
2. Bundle a group of products of the same theme which you have acquired the Private Label Rights to and sell them in a package at one price.
3. Words are more obvious than the ingredients in chemicals. If you have purchased Private Label Rights from a seller who is 50 to 500 copies of them, you will do well to consider making substantial changes to the product before selling. It can mean some work on your part, but remember that you are NOT the only one who purchased the product's Private Label Rights. With other Internet Marketers having the same Private Label Rights product and since you have the editable

- rights, take advantage of the rights and change the content's wordings, E-cover, and sales letter (if provided).
4. You can offer the products you have acquired Private Label Rights to as One Time Offers for your own promotions and mailing list.
  5. If you are looking for an additional income stream and have the money to invest, you can especially buy Basic Resell Rights to the Private Label Rights to the product. Not all sellers are selling the Resell Rights license to their Private Label Rights products so you can mail the sellers and offer 4-5 times the normal price for the license to resell the Private Label Rights.

# Selling Private Label Rights

---

## *Is Selling Private Label Rights For You?*

If you are good at product developing, may it be E-books or software, selling Private Label Rights can be for you.

If you already own a digital product you have created and are looking for additional sources of income, you can consider selling its Private Label Rights to other Internet Marketers.

## *Making Your Money from Selling Private Label Rights*

The following are ways you can make money from selling Private Label Rights products:

- **Upfront Sales.** This is the most attractive part of selling Private Label Rights. Private Label Rights can range from a few dollars to even thousands of dollars, depending on the quality of the product, its demand and how proven it is.
- **Selling Basic/Master Resell Rights to the Private Label Rights product.** You can sell the Basic/Master Resell Rights to the editable, raw format of the product separately. If your buyer wishes to resell the Private Label Rights, you can charge him 4-5 times the normal price of the product and up 10 times if the buyer wants to have the Master

Resell Rights, allowing him and his customers to resell the Private Label Rights to the product, as you are doing.

## *Pros*

- ☑ You can make **a lot** of money from selling Private Label Rights, as it is one of the most expensive rights there is in Internet Marketing.
- ☑ **Your customers are mainly Internet Marketers**, and savvy Internet Marketers are usually busy people and they prefer to focus their efforts more on marketing than product creation and setting up. Thus they do not have any problems with making purchases on Private Label Rights products, as long as you give them good reasons to buy from you and that you help them save their time from creating their own quality product from scratch.

## *Cons*

- ☒ There is often **no residual income** in selling Private Label Rights products. This is because your customers, who are mainly Internet Marketers, will edit your product and use their own affiliate links. Unless you start a Private Label Rights membership site, you make your money solely from upfront sales.
- ☒ Selling Private Label Rights products means that **you cannot take the credit of authorship**. One of the main benefits that make Internet Marketers buy from you is because they want to have the privilege to put their name on the product as the author. You remain anonymous.
- ☒ Creating your own Private Label Rights product **demand a high degree of expertise, talent, thorough research, programming (for**

**software) and writing skills** on your part. If you do not have any of these traits, creating your own Private Label Content can be a difficult challenge.

- ☒ Creating your own Private Label Rights product is **effort and time consuming**. Unless you are using the product yourself, it may not be worth your time and effort in the long run even though there is a lot of potential income to be made from selling Private Label Rights.

## *What You Need Before Getting Started*

You will need the following before getting started on selling Private Label Rights:

### **1. Word Program**

If you are going to create a Private Label Information Product (E-book), you will need a Word program to create your Information Product in .doc format. If you are using Windows 95/98/2000/XP, the Microsoft Word program should already be installed in your PC.

Alternatively, you can use a **NotePad** program to create your Information Product in its raw format, though Microsoft Word is preferable.

### **2. PDF Converter**

You need a PDF Converter program that converts your Word format to PDF format. If you do not have any PDF Converter program installed in your PC, you can get an Adobe PDF Converter program for **free** [here](#).

### **3. Graphics Program**

You need a program to design your product's E-cover. I use Adobe Photoshop CS2 to design my E-covers.

#### **4. Good Sales Letter**

This is a very important element of your Private Label Rights sales success. If you cannot convince your prospects to buy from you, you cannot make any sale in spite of how good your product is.

#### **5. Web Hosting and Domain Name**

You need web hosting and domain name to store in your Sales Letter, Thank You page and your digital Private Label Rights product.

#### **6. Auto Responder**

You need an Auto Responder to:

- **Follow up with your prospects** who do not buy from you for the first time, and
- **Build your mailing list.** By having your own mailing list, you can make your money from your customers within a short period of time.

**Recommended Resource:**

[\[SOLOBIS\]](#)

You can get Web Hosting with unlimited storage, Domain Name, unlimited Auto Responders, Sales Letter Generator, and more, all in one place – right here, for one low monthly fee. In addition, if you are not well-versed with programming and designing, this solution is recommended for you.

#### **7. Credit Card Payment Processor**

You will need this to collect payment from your customers.

## ***Setting Up Your Private Label Rights Business Step-by-Step***

### ***Step 1: Create Your Private Label Digital Product***

*(Note: Skip this step if you already have your own Information Product in raw .doc or .txt format.)*

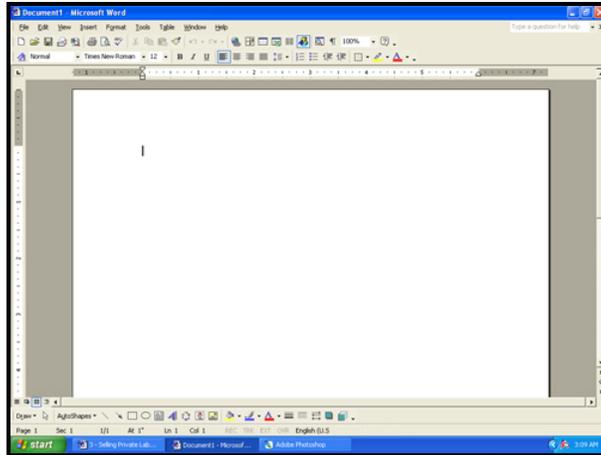
You can create either an **E-book** or **software** and sell their raw, editable formats to your customers. If you are well-versed with programming, your customers are Internet Marketers who are also programming savvy.

**Important Note!** You **cannot** sell Private Label Rights to audio products. Unlike E-books and software, you cannot buy other people's voice and claim as your own. **Can you buy over Britney Spear's voice and label the album as your own?** There are strict limitations to buying Private Label Rights to videos as well. Therefore, the best selling Private Label Rights format are E-books and software.

However, the E-book is the **best selling** digital product commodity on the Internet and if writing is your forte, creating your own Information Product is for you. Furthermore, there are more people who are familiar with the Word program than programming software, which means that the E-book market is obviously bigger and worth targeting.

Throughout this process, I will use creating your own Information Product as an example.

Open your Word Program and start creating your own Information Product!



## Format

Your Information Product should resemble like any proper E-book should be where it should have a front cover, followed by its legal and copyright notices, table of contents, contents, and conclusion.

## Contents

As long as the product provides **quality information** that people are **willing to pay for**, it can pass.

**Important Tip 1:** When creating a Private Label Rights Information Product, content in *quantity* is just as crucial. The reason people want to buy from you is because they want to save time and effort from having to create the gamut themselves.

**Important Tip 2:** Do not add in too many diagrams and pictures. It is okay to add some diagrams and images in a few places in your Information Product. However, they should not take up more space than the words in the product as it is generally harder for people to change them or even remove them because for one, not everyone are well-versed with graphic designing (maybe that is why they buy Private Label Rights from you in the first place). And secondly, removing the diagrams and images may just make the product senseless thus your customers are unable to do anything to change the diagrams and images.

**Important Tip 3:** When creating a product, write from the perspective of an author reaching to the person who paid good money to have your information. In short, *meet the demand*. Although you are not going to take any credit and that other Internet Marketers are going to buy from you, remember that the reason your customers buy from you is because they want to cater to their customers as well.

Here are just a few examples of information that people are looking for online and are willing to pay for them:

- How to build your own mailing list
- How to make money from blogging
- How to be successful in your personal career and finance
- How to date women
- Practicing Yoga for a Healthy Living
- Starting your Own Home Business
- The possibilities are virtually unlimited... as long as there is a huge demand and people are willing to pay for it!

### Don't Have What It Takes to Create Your Private Label Rights Product?

If you do not have the time to write, or even have good writing skills for that matter, consider the following alternatives:

- **Hire a ghostwriter.** You can hire a ghostwriter to do the writing for you while you do the marketing – just make sure you profit from it! If it would cost you \$3,000.00 to hire a ghostwriter to get a product done, and you sell the Private Label Rights to the product at \$97, and

you sell 100 copies, you would make \$9,700. Your profit margin would be \$9,700 - \$3,000 = **\$6,700!**

- **Buy the Resell Rights to the Private Label Rights.** Some Private Label Rights sellers sell the Resell Rights to their Private Label Rights products, separately or together. That way, you can cut short your time of acquiring your own product and maybe creating your own graphics and sales letter and focus your effort on marketing. I urge you to take a look into [Private Label Rights Fortunes](#) if you are ready to buy the Resell Rights to the Private Label Rights products so you can get started as soon as possible with all the things you need necessary.

Note that these two alternatives, either way, are costly. The other way is:

- **Interview the experts on a certain topic.** I am not really referring to conducting a formal interview, though that is one good way. But you can always exchange opinions and knowledge with another business associate or friend who is an expert on a certain subject and that he has information that people are willing to pay for. There are no copyrights on text in informal E-mails, chat boxes and words over the phone, right?

## ***Step 2: Architect Your Private Label Rights Terms and Conditions***

Now, THIS is very important! You write a separate document indicating what your customer **can do** and **cannot do** with the Private Label Rights to your product.

Architecting your own terms and conditions is entirely up to you because this is YOUR product and not mine. However, here is a list of questions you will want to answer as you write your own terms and conditions. At the

same time, I will also describe to you my own insights and studies on each term.

Can the customer:

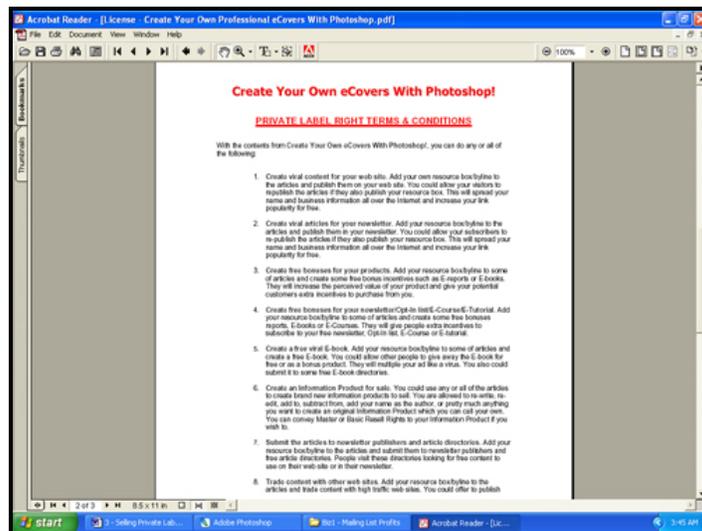
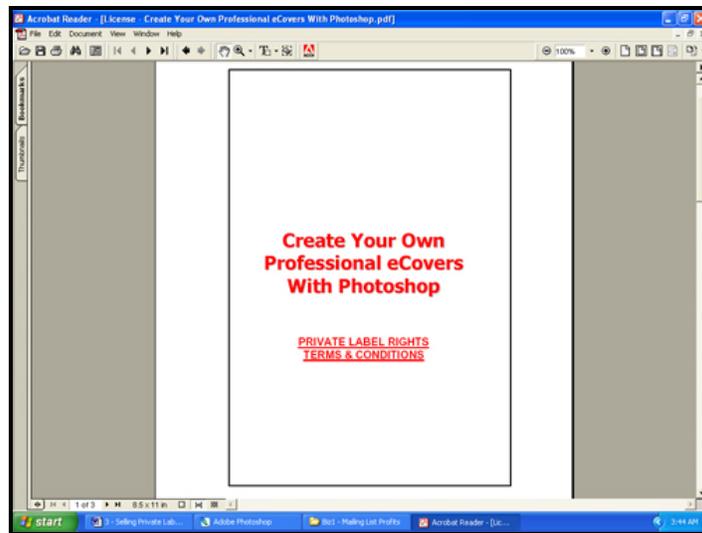
1. **Sell the Information Product?** If you are selling Private Label Rights to an E-book, the answer is normally “yes”. You can set a minimum/maximum retail price, if you wish to.
2. **Give the product away for free?** Usually, Private Label Rights seller allow their customers to do this by chopping the product into several reports for free distribution, building their mailing list, viral marketing, and so forth.
3. **Create multiple articles?** Most Private Label Rights sellers allow their customers to do this. Their customers can create multiple articles for article submissions or as contents for their web site or blog.
4. **Resell the Private Label Rights product?** At this time of writing, majority of the Private Label Rights sellers restrict their customers from reselling the editable format to other people. If their customers want to have the same license as the Private Label Rights seller, they will have to purchase the Resell Rights license separately, which can cost 4-10 times the normal price.
5. **Convey Basic/Master Resell Rights to the product?** Only some Private Label Rights sellers allow their customers to convey Resell Rights to the complete product in .pdf format.
6. **Sell the product as it is?** Normally, Private Label Rights seller require changes to be done on the part of the Internet Marketer before selling the product.

Be **extra sure** to **restrict** your customers from:

1. **Spamming.** This is probably an Internet Marketer's biggest sin.

2. **Using your product for illegal or immoral purposes.**
3. **Using your name or impersonate as you.** It is for your customer's use, not yours.

Once you are done architecting with your terms, proof-read it and convert the .doc document into .pdf file using your PDF Converter. The following is an example of my Private Label Rights license that I include together with my Private Label Rights product.



### ***Step 3: Write Your Sales Letter***

I cannot be covering ALL aspects of writing a good sales letter in detail in this guide, as copywriting is whole broad subject by itself. But I will let you know what you *strictly* **need** to know when it comes to writing a copy that does all the selling of your Private Label Rights product to your prospects for you.

**Note:** IF you are plain hopeless when it comes to copywriting, I strongly urge you to engage a good copywriter to do the sales letter writing for you. Yes, engaging a good copywriter can be costly, but I think that not making any money is more expensive. You can find one [here](#).

#### **Headline**

This is what is going to decide whether your prospect will stay on or turn away from your sales letter – that is how important your headline is.

In short, the headline of your sales letter summarizes the offer you have for your prospects. In the case of selling your Private Label Rights product, your headline can go like the following:

**Own *Private Label Rights* to an  
Awesome, *Hot*, *In-Demand* Product  
that Thousands of People Are  
Willing to Pay For!**

School of Thoughts:

1. Your prospects are only one – Internet Marketers, as only Internet Marketers are interested in acquiring Private Label Rights products. Thus writing your headline is easy as your offer appeals to only one kind of market.
2. Let your prospects know that they can own a product in their name (Private Label Rights) and that they can save time, money and effort from having to create a quality product.
3. Let your prospects know what product you have to offer – it may just be the type of Private Label Rights product they are looking for.

### **Sub Headline**

Below your letter's head line, your sub headline should follow and confirm your prospect that this is a stunning offer he is going to get from you thus encourages him to continue reading your letter way down.

For the first time ever, you get to **save \$1,200.00 and 1,800 hours of work** into researching the market, creating a quality Information Product, writing your own sales letter, and creating your graphics – because **I have already done them for you!** And the best part is that you get to have the product **in YOUR name!** (No, this is not another usual Resell Rights product)

### **Introduction**

From : [Your Name]  
Date : [insert script that automatically shows today's date]

**Dear Friend/Internet Marketer,**

You can safely address your prospect even with “Dear Internet Marketer” because when selling Private Label Rights, the ONE and ONLY type of

prospect who is likely to be your customer is an Internet Marketer – crisp, simple and no need to read minds here.

Start your letter with introducing yourself and addressing your prospect's problem which he is facing (with almost dead certainty).

Some of your prospect's problems/challenges can be:

1. I want to own a product in my name – and I know that is what it takes to succeed online.
2. Creating my own product is time and effort consuming.
3. I am a horrible writer.
4. I am a horrible programmer.
5. I just want to get to the marketing part because that is where the money is! I do not care what people are looking for but as long as I have a product that meets the demand (and a legitimate one at that, you don't want your customers to be drug lords, do you?), I should be focusing my efforts on marketing. Oh and by the way, I want to have the product in my name.
6. I want to get started as soon as possible. Unfortunately, I know nuts about writing my own sales letter and creating my own graphics for my sales letter and product E-cover.

Now that you have confirmed your prospect's challenges (and your prospect will definitely agree), you introduce your solutions.

Introducing...

**Private Label Rights to:**  
**[Your Product Name]**

E-book

**Benefits**

Now, it is time to let your prospect know what is in store for him. Yes, he probably has a clue about your product by now, but what can he get from your product? And what has it go to do with answering his problems or even solve his challenges for that matter?

Examples of benefits that your prospect can get from your product are:

1. You get the product in .doc and .pdf format. You are allowed to add, remove, and edit the product contents, title and even put your name on it as the author!
2. You do not need to spend \$1,200.00 and 1,800 hours of work into creating a quality product like this – because I have already done it for you!
3. You can create multiple free reports with the contents of this product. You can use them to build your mailing list, reward your subscribers with gifts, and spread your own links across cyberspace like a virus!
4. You can create an E-course or E-zine of your own. With the contents in this product, you have 40 weeks of content!

5. You can create multiple articles and include your resource box at the bottom of each article before submitting them to article directories thus spreading your reputation online which can be responsible for your expert status!
6. (If you have included a pre-written sales letter with your Private Label Rights Product) You have just saved \$3,000.00 from hiring a copywriter to write the sales letter for you!
7. (If you have included graphics such as E-covers) You get customizable E-cover graphics in .psd format, allowing you to edit them and put your name and title on!

### **Testimonials**

If you have any testimonials, include them as they will encourage your prospects to buy from you.

### **Bonuses**

Include bonuses, if you have any, to offer to your prospects. Note that bonuses are not mandatory because if your prospect can see the value he is getting from your offer, the bonuses would not really matter.

### **Calculate the Value of the Offer**

This is the interesting part – which can also be responsible for your next sale.

Basically, you calculate the entire value of your offer, which can cost your prospect THAT much if purchased individually or engage professional services to have the product done.

	<u>Value</u>
Private Label Rights to: [Your Product Name Here]	\$997
Pre-written Sales Letter	\$3,000.00
Customizable E-cover graphic (.psd format)	\$99
<hr/>	
Total	: <b>\$4,096.00</b>

While the total value can be \$4,096.00, you are going to offer your Private Label Rights product at, say, \$97, to your prospects.

However, let your prospects know that there is one catch, and that is you are only going to sell a limited number of copies e.g. 500 copies.

### **Why Limit Your Copies?**

Since you are selling Private Label Rights to your product, you are allowing people to alter the product and claim the product as their own without giving you any credit.

You also want to protect your customers' businesses as well as your own. If you are selling unlimited copies of Private Label Rights to your product, not only will it make your Private Label Rights product less valuable, you are damaging everyone's businesses because there is little to no reason for people to buy PDF E-books.

### **Conclude Your Offer**

Persuade your prospect to buy from you NOW before he forgets – or before the copies get sold out. Include your Order Form and conclude the offer with a series of P.S. (post-scripts).

## **Other Important Things**

1. **Terms and Conditions.** Make them clear to your prospects on what they can do with your product if they purchase from you. You want them to know if it is the right decision to get your product's Private Label Rights.
2. **Guarantee.** Believe it or not, it is NOT necessary to put a guarantee seal on your Private Label Rights product. This can sound absurd and maybe something a consumer would condemn but the truth is that, you are selling the editable rights to your product and if you convey a guarantee to the product, you are taking a lot of unnecessary risk.

For one, you would probably run into a jerk who is already planning to ask for a refund right after purchasing your Private Label Rights product. It would not have hurt you and your business much if the product is in its locked format (.pdf format), because your name, content and links are still intact, he cannot do anything to change them. Not so with Private Label Rights product where he can change them, alter the contents, use his own links, and claim authorship to your product.

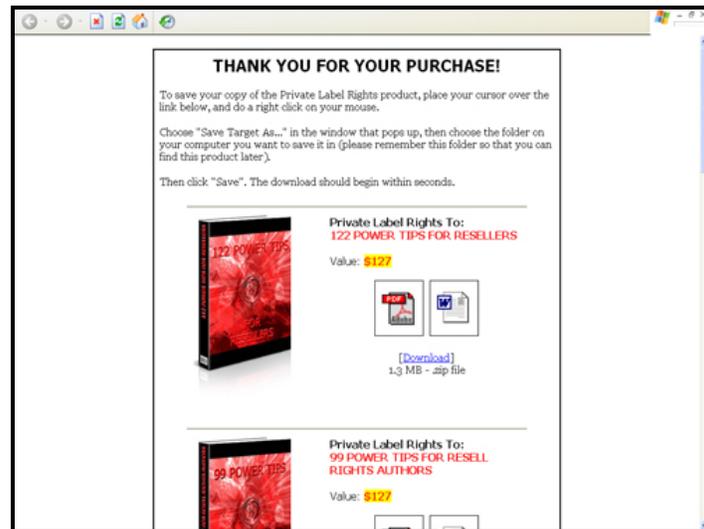
While not giving a guarantee because of this reason can be acceptable to some, the drawback is that you would not be getting as many sales as you would have if you give a guarantee. Most prospects would need a form of confirmation or guarantee to take advantage of your offer. Maybe they know and trust you, maybe they do not. But then, if you are targeting savvy Internet Marketers and that they know you, this should not be a problem.

## **Layout**

Make your sales letter layout look *expensive* and professional. Use fonts that are easy to read. I suggest using fonts such as Arial, Verdana, Tahoma, Courier New, and Georgia.

## **Thank You Page**

Once you are done with your sales letter, create your Thank You Page where your customers will be directed to after ordering from you.



Thank You Page

The Thank You page is also a suitable place to collect your customer's details for future leads, insert back-end advertisements, reward your customer with surprise bonuses, or all of them!

### ***Step 4: Get a Domain Name and Web Hosting***

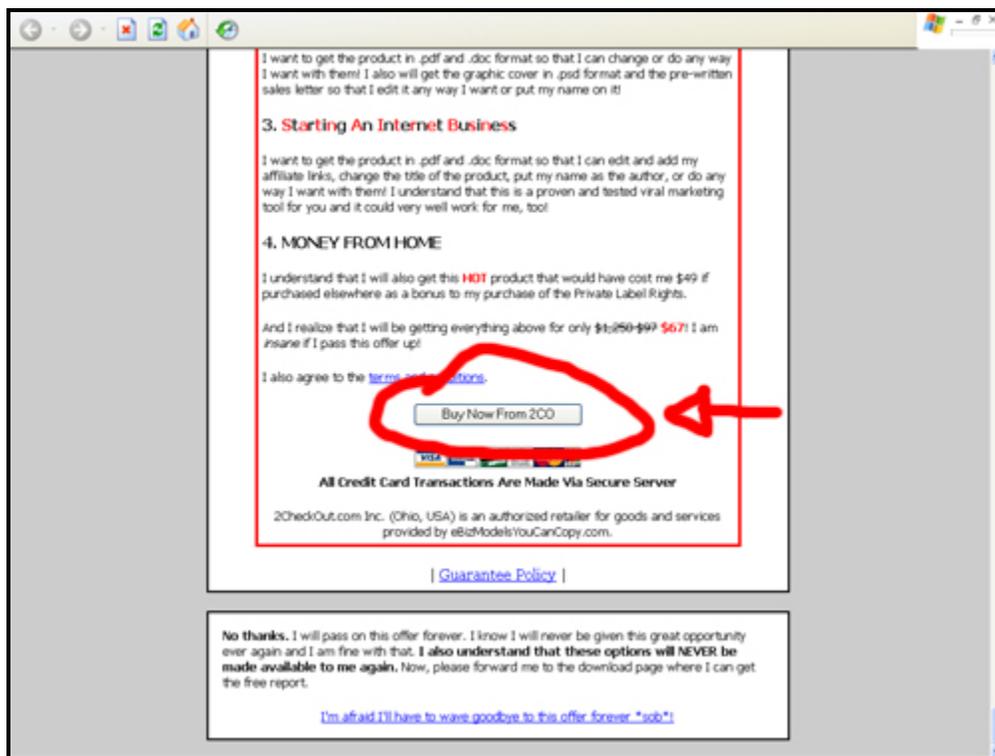
You need a web host to store in your sales letter, Thank You Page, Private Label Rights product(s), and other documents necessary.

If you are looking to have a domain name, web hosting with unlimited space, unlimited Auto Responder (important for your mailing list), PDF Converter, and more, but you do not have any programming, designing and technical skills, I strongly suggest you take a look at this [option](#) as you can get all of practically what you need to get started for a low monthly fee here.

### ***Step 5: Get a Credit Card Payment Processor***

You will need this to collect payment from your customers. You can use [2CheckOut](#) to collect payment from your customers. If you are planning to leverage your marketing efforts on affiliates, I recommend [PayDotCom](#).

When you are done with setting up your Credit Card Payment Processor, route your sales letter to the Order Form and redirect your customers to your Thank You where he can download your Private Label Rights product.



Order Form

### ***Step 6: Marketing Your Private Label Rights Product***

Since your prospects can only be Internet Marketers, your main ways of marketing to them are:

- 1. Endorsing your Private Label Rights product to your mailing list.**

This is the fastest way you can make money. If you have a mailing list of your own with responsive subscribers who are Internet Marketers, you can make your money within even hours to a day.

**The bigger and more responsive your list, the more copies of your Private Label Rights product you can sell.**

If you do not have a mailing list of your own, I strongly urge you build one right now. You could have built your mailing list years ago, but starting now beats starting anytime later.

You see, your mailing list is an **asset**, which if you do not have a mailing list, you do not have a business. You might have heard this advice in many versions before that you are sick of hearing it, but guess what? You **NEED** to hear it.

So, build one right now and make your life easier tomorrow. You would not regret it. Trust me!

## **2. Seek Joint Ventures with E-zine publishers.**

If you do not have a mailing list of your own, and it sure takes time to build one up, this is another good alternative for you. You set up an affiliate program and later seek Joint Ventures with E-zine publishers who have strong mailing lists, where your subscribers are.

You can get them to sign up for your affiliate program where they can make 40-75% of the total product price for every successful sale made as a result of their prospect referrals.

## **3. Engage Joint Venture (JV) Brokers.**

JV Brokers are the middle-man who refers Joint Venture partners to your affiliate program. You can engage JV Brokers so they can help you seek out great Joint Venture partners who are interested in working with you. If you are going to engage JV Brokers, your

affiliate program must be 2-tier. For every sale made by their referred Joint Venture partner, you pay the broker 10-20% of the product price.

#### **4. Paid E-zine Advertising and Pay-Per-Click (PPC).**

If you have the money to spare, you can buy advertising space in E-zines where you can get your website advertised to thousands of targeted prospects. Alternatively, you can go for PPC advertising where you can get targeted prospects through the Search Engines who are looking for what you have to offer.

While there are many more ways to market your Private Label Rights products such as viral marketing, article writing, and more, the above 4 methods are the main, effective marketing methods you should use in getting your web site targeted traffic to increase sales.

### ***Private Label Rights Seller's Tips***

1. You can sell multiple hot, in-demand products with Private Label Rights and sell at one price.

**Case Study: Private-Label-Resell-Rights.com**

<http://www.private-label-resell-rights.com/>



The owner of this web site sells **8** hot, in-demand products with Private Label Rights, complete with pre-written sales letters, editable graphics, and some bonuses, for **\$297**. Because there are many products to sell in a package, he can put a **1,000** cap limit to the number of packages he is selling.

He leverages his marketing efforts on Joint Venture partners and the result? He made **\$42,000** in sales, at this time of writing. **Is your brain on fire now?**

2. If you own a mailing list or run a Give Away site, you can insert a One Time Offer page in between the Index and Thank You Page/Member Area where you offer your Private Label Rights product.

**Case Study: Edmund Loh's Resell Rights Tips E-zine (OTO)**

<http://www.ebizmodelsyoucancopy.com/resellrights>



When a visitor opts into my E-zine subscription form to claim a free report, he will first see this One Time Offer page. In this page, I include my sales letter that sells 3 of my Private Label Rights product to him. He will see it only once, and I urge him to read from top to bottom because after he leaves this page, he would not see it again as I do not sell this anywhere else.

My E-zine especially appeals to Resellers and Internet Marketers who are interested in Private Label Rights, so that means that I am drawing in targeted traffic – and not just ANY kind of traffic – as generally, only Internet Marketers and resellers are interested in this offer.

Here is another catch: I let my prospect know that only 50 packages will be sold, and the countdown at the top of the headline indicates the number of packages remaining. After the last package is sold, this offer will be gone – **forever**.

At the bottom of the page, the prospect decides whether he wants to buy my package or not. If he buys, that would be good. If he does not,

- he is still subscribed to my E-zine and I could still mail some more offers to him in the near future. The bottom-line is that you can make your money without extra effort by doing the One Time Offer strategy which works especially well if you have an E-zine, membership site or a Give Away Site.
3. Include your terms and conditions in the same page as your sales letter or one page away from it so that your prospects know in advance if your offer is what they are looking for. You would not want to disappoint them after finding out that the terms and conditions are not in their favor.
  4. You can only do so much by yourself. You can leverage your marketing efforts on Joint Ventures and affiliates. If you are planning to create multiple products with Private Label Rights, you can purchase exclusive Resell Rights from other product authors or Private Label Rights sellers, modify them, and resell them and keep all the profits to yourself.
  5. If you are selling Private Label Rights alone to the product, you can pitch in a different sales letter that offers exclusive Resell Rights to your Private Label Rights product to a specific group of people. Usually, the ones who are interested in acquiring Resell Rights are resellers and Private Label Rights membership owners.

# In Closing

---

## *In Closing*

As we draw to a close in this general guide, I trust that you have already discovered all of my insights and hope that the ideas, tips, strategies, and case studies within this guide will inspire you to greater achievements in your Internet Business as they have for me.

## *Have a Testimonial to Give?*

Have a testimonial to give? Then let me know what you think of this guide. If it is suitable and you would like to have this happen, I will use your testimonial in this guide and the sales letter. Since there are several resellers who are reselling this guide – and I do give product updates to my resellers – you will gain exposure at no expense on your part.

Doesn't that sound awesome? So, send me your testimonial before you forget! Send it to [edmund@privatelabelrightsgold.com](mailto:edmund@privatelabelrightsgold.com) with the subject line "Guide to PLR Testimonial".

## *Make Money with this E-book!*

Your purchase of this guide comes with **Full Master Resell Rights**. That means you can resell this guide and keep 100% of the money to yourself without having to share a *single* cent of your profits with me! Also, your customers are allowed to resell the guide to his own customers and his customers in turn can do the same, too! However, please ensure that you

abide the following Resell Rights terms and conditions, and you can enjoy your profits, *problem-free!*

### Resell Rights Terms and Conditions

1. You can sell as many copies of this E-book as you wish and keep **100%** of the profits.
2. You **cannot** give this E-book away for free or contribute it to a Give Away venture **except:**
  - As a bonus to another product or service you are selling,
  - To be added into a paid membership site,
  - To be bundled in a paid package.
3. The suggested and recommended selling price is **USD27.00**. You are free to sell at a higher or lower price, but to ensure fair play among all resellers, please resell this E-book at **USD27.00**.
4. This E-book comes with Full Master Resell Rights. This means that you **cannot** sell the E-book and its Resell Rights separately.
5. You **cannot** modify this E-book, in any way.
6. You **cannot** resell this E-book on any auction sites such as eBay.com.
7. You **cannot** use SPAM to resell this E-book.

**Warning!** Breaching of any terms and conditions stated above will result in terminating your Resell Rights license.

### Marketing Materials

Your purchase of this guide comes with reseller's marketing materials. In the marketing materials, you can find the Sales Letter, Thank You Page, and

the Reseller's Crash Course Guide. You just need to set up your web site and you are ready to resell the guide!

For more setup information, please see the Reseller's Crash Course Guide found in your marketing materials pack.

### ***Taking the Next Step***

Equipped with all the essential information you need to know to tap onto this fantastic Private Label Rights opportunity which is taking the Internet Marketing world by storm, it is my sincere wish that you take action **NOW**.

You have paid good money for good information, so don't let it go to waste by doing nothing with it. Put your new-learned information into practice! I have shown you the right direction and all it takes to get there – **you just have to do the walking!**

Sincerely,

*edmund loh*

E-mail: [edmund@privatelabelrightsgold.com](mailto:edmund@privatelabelrightsgold.com)

**Receive High Quality Private Label Rights Every Week!**

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

**Subscribe to My PLR Chronicles Mailing List!**

<http://www.privatelabelrightsgold.com/plr>