

PLR GOLD



Edmund Loh's

GUIDE TO

PRIVATE LABEL RIGHTS

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

VERSION 2

www.PrivateLabelRightsGold.com

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Edmund Loh's
Guide to Private Label Rights

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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

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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!

END OF REVIEW