

Bonus Report

There is little that is more valuable than knowledge, and it becomes ever more valuable because many powerful people are trying to dilute it.

The great thing about it is that for us, our knowledge can be turned into not only INFORMATION PRODUCTS, such as online courses, eBooks, reports, creating PLR products etc, but repurposed with no limits, and all because we have evolved from the Industrial Revolution into the Information Revolution.

And oh boy, is it one hell of a Revolution with limitless opportunity – for the few who are prepared to put the work in.

Which leads me to bring into the frame two subjects, the latest kid on the block, **AI**, and a firm favourite of mine, **Private Label Rights (PLR)**.

AI

I subscribe to AIchatGPT, and have found it to be fascinating, IF used with an open mind. It has its faults, as does any software systems, but as a tool for generating ideas it's amazing.

So how do you know I've not generated all this with AI? There's an easy test: try getting AI to write anything personal such as anecdotes, humour, your observations, opinions and so on.

It can't and won't produce anything even close to that, because it ain't YOU

And that's the trick to grasp – your subscribers subscribe to YOU and what you deliver through your character

No one but no-one, nor any software can mimic or adopt you character.

So, prompt AI to generate the idea, then embellish yourself into it.

PLR (White Label)

To the advantage of third parties (you and me) who own their own branding rights to resell Private Label Rights products as if they were their own, the so-called PLR market is vibrant, with plenty of room for all players.

PLR information can be packed and marketed across the vast online spectrum and that ultimately, with carefully thought-out strategies in place, that means profit for you.

I'm going to cover the basics of private label rights (PLR) and why they're so popular on the internet.

How to Make Use of Private Label Rights (PLR) Products

Slotting into the category of product creation, use PLR to help

you build income streams or full-on online businesses, to make money immediately, or drip-fed into your short, medium, and/or long term marketing strategy to help you earn as you like.

Having a niche website, or blog, or a digital product e-shop, are all places to use PLR. But the only place I use PLR is for helping to create products, which I offer through my List.

Selling PLR Products

PLR items, like any digital products, are for marketing to other people, irrespective of HOW it's done.

In general, selling digital things is just plain groovy, since you just need to own the product once in order to earn from it hundreds or thousands of times.

Here's the thing: If you're selling "tangible" products, for example, you'll need to source them in multiples, or at least ensure physical availability every time you sell one.

Digital items have an enormous advantage over their physical counterparts since it costs nothing to make a copy of them.

As a bonus, many PLR items include sales materials, such as landing sites and emails, which help to attract potential buyers, in the process of promoting your products.

PLR items may be sold in a variety of methods, including through marketplaces, and on your own website.

Selling PLR Products On The Marketplaces

Several markets may be used to distribute and sell PLR items. These platforms already attract people (traffic), so your marketing is already covered - there's no need to bother about it.

Uploading your items and allowing them to earn passive money is all it takes.

You will hear from many internet marketing experts now advising selling through sites like Clickbank, JVzoo, or WarriorsPlus, where affiliates may advertise things for a fee.

It is still viable to use this strategy, but the product must be exceptional in order to capture affiliates' interest.

One eBook or one PLR video course isn't enough to make a difference.

You must have a solid product, which is made up of several components, such as a smart landing page, efficient sales funnels, and so on.

Selling PLR Products From Your Website

If you want to resell PLR materials, setting up an online shop of some kind works well.

Whether it's a blog or an e-commerce site, the website will almost always require integration with a third-party platform.

This strategy to offer everything from ebooks to software to article packs to movies and works with either free or paid traffic. I prefer paid Solo Ads

Directly from your website, there are a variety of ways to offer digital products.

On WordPress, Woo Commerce is the most widely used plug-in. This approach is completely free. However, it does need the use of WordPress and a certain level of technical expertise.
Give Them Away

An email list is the most precious asset for every successful marketer or internet business, regardless of the industry.

3 webpages are all you need for building an email list, and the method you collect email addresses is by including an opt-in

form, followed by “confirm” and “thanks” pages, depending on whether you use single or double opt-in.

List building is a large subject and beyond the scope of this report. I cover it elsewhere, but briefly when you ask individuals to give you their email addresses, you must realize that they will not do so simply because you asked. The lead magnet is a freebie that you give them in return for their email address.

It might be a free e-book, course, template, blueprint, or any other form of a digital product.

If your lead magnet is of high value, you'll get more email subscribers, and the more engaged they'll be with your subsequent content.

Make Use of PLR Content For Your Website

As a blogger, you should constantly strive to provide a steady stream of high-quality content for your readers.

It's possible to make a lot of money from Google's search results if you write good content.

Writing is a tedious and time-consuming procedure for the majority of bloggers, so they outsource it or find alternative solutions to the problem.

One of the most frequent strategies to speed up the writing process is to use PLR articles, but this must be done with caution.

If SEO is your thing, be mindful that publishing only original material is essential if you want your website to appear high in Google's search results (a goal that is highly advised).

Otherwise, Google may punish your blog, and you will have a difficult time attracting any organic traffic at all.

Conclusion

Profiting from private label rights items might take time, but there are several quick methods to generate money online.

Using multiple strategies and getting the most out of PLR items may help your business in the short term as well as the long run.

If you've ever dreamed of creating a successful digital product, PLR may help you a great deal in that effort.

Additionally, PLR items may be utilised to attract traffic to your website and build your email list, which can lead to long-term online revenue.

Best,

A handwritten signature in black ink that reads "Ian Jackson". The signature is written in a cursive, slightly slanted style.