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Reports...

"How To Create Your Own White Label Info Products" (With the Help Of AI)

*...Even If You Have No Reputation, Sales History,
Or Experience.*

I imagine you're familiar with **AI** by now, let's face it, it's like getting teenage spots... difficult to avoid, and it's cropping up everywhere in Internet niche marketing now.

But *White Label*? Yeah, that too probably, but because it's a marketing strategy on its own, a "stand-alone", and tied to *licensing* products, maybe it's a not quite so widely known. I'm guessing.

Either, I'm going to explain, so here goes...

Imagine waking up in the morning knowing your income isn't tied to how many hours you spend at a desk. *That's the dream for most of us, right?*

The good news is that creating digital information products in the internet marketing niche can be your ticket to that lifestyle. Even better, by leveraging **White Label content, private label rights (PLR)** materials, and **AI-powered tools**, you can make this dream a reality faster than ever before.

White Label and PLR are interchangeable description for the same thing, but White Label is usually perceived as more business-like, more professional.

Let's dive in and explore how you can unlock effortless income streams and take back control of your time.

Why Digital Information Products?

Digital products are a goldmine because they're **scalable, evergreen, and cost-effective to produce**. Whether it's eBooks, guides, video tutorials, or online courses, information is always in demand.

People want to know how to solve problems, make money, save time, or live better lives - and they're willing to pay for that knowledge.

What makes the internet marketing niche so special? It's simple: *every entrepreneur out there needs solutions that help them grow their business*. From email marketing tips to sales funnel strategies, internet marketers are constantly searching for information. And when you package that information in a format they can easily consume, you're sitting on a goldmine.

The White Label Advantage

White Label products are a **shortcut to success**. These are ready-made solutions you can rebrand as your own and sell without needing to spend months creating them from scratch. Think of White Label content as a blank canvas - your job is to add your brand's colours, tweak the details to suit your audience, and market it as your unique creation.

Let's say you acquire a White Label eBook on building email lists. You could customize the content, slap your name on it, and sell it on your website or through platforms like Warrior Plus. The beauty of White Label products is that they save time while giving you total creative control. *It's your product, your way, without the hassle.*

PLR: Your Secret Weapon for Fast Product Creation

Private label rights (PLR) materials take things a step further by allowing you to edit, repurpose, or even combine content to create entirely new products. With PLR, you're not just rebranding - you're transforming the content into something unique.

Imagine grabbing a PLR guide on affiliate marketing. You could break it into smaller modules, add your insights, and bundle it with a video series you create using AI-powered tools. Suddenly, you've turned a \$10 PLR purchase into a premium course worth \$97 or more.

But here's the key: **Don't just sell PLR as-is**. The real magic happens when you inject your voice, perspective, and expertise into the material. This builds credibility and creates a stronger connection with your audience.

AI: The Game-Changer for Digital Product Creators

In today's world, **AI is a must-have tool** for marketers who want to stay ahead of the curve. With AI, you can streamline every stage of your product creation process—from brainstorming ideas to writing high-quality content and even designing sales pages.

Let's say you're working on an eBook about sales funnels. AI writing assistants like ChatGPT can help you craft engaging chapters in minutes. Want professional-looking graphics for your product? AI tools like Canva's design features or Mid Journey can create stunning visuals in no time.

Here's where it gets even better: AI can help you analyze what your audience wants. Tools like Jasper and Copy.ai can optimize your sales copy, making it more compelling and conversion-focused. Meanwhile, platforms like Surfer SEO help you create content that ranks high on search engines, ensuring your product reaches the right audience.

The takeaway? **AI isn't just a tool - used wisely it's your business partner.**

Packaging and Selling Your Digital Products

Once you've created your product, it's time to package it for maximum appeal. The way you present your product can make or break your sales, so don't skimp on this step.

Start by crafting a **killer title and subtitle**. Your title should immediately grab attention, while the subtitle should promise a specific benefit. For example, instead of "A Guide to Email

Marketing,” go with something like, *“Email Goldmine: How to Build a List That Converts Like Crazy in Just 30 Days!”*

Next, focus on your sales page. This is where you convince people that your product is the solution to their problem. Use bold headlines, testimonials, and calls to action to drive conversions. And don’t forget the importance of scarcity - phrases like *“limited-time offer”* or *“only 50 copies available”* can spur buyers into action.

To reach more customers, consider selling your products on platforms like Warrior Plus, JVZoo, or even your own Shopify store. And if you want to boost your earnings, partner with affiliates who can promote your products in exchange for a commission.

The Power of Funnels and Upsells

Here’s where the real money is made: **sales funnels**. A good funnel takes a customer from their first purchase to buying additional products and services, increasing their lifetime value.

Let’s break it down. Start with a low-cost front-end product, like an entry-level guide priced at \$9.97. Once a customer buys, offer them an upsell - perhaps a \$47 video course that goes deeper into the same topic. After that, introduce a premium coaching program or done-for-you service at \$197 or more.

This strategy works because it’s based on trust. Once someone buys from you and sees the value you provide, they’re more likely to invest in higher-ticket offers. *Your job is to lead them through the process with irresistible offers at every step.*

Marketing Your Products Like a Pro

Creating a great product is only half the battle. If you're new to this, once you've created one, you may look back and think it's the easiest part!

To succeed, you need to market it effectively. The internet marketing niche is competitive, so your promotion needs to stand out.

Start by building an **email list**. Your email list is your most valuable asset because it gives you direct access to your audience. Use lead magnets - like free reports or mini-courses - to capture email addresses and nurture your subscribers with valuable content.

Social media is another powerful tool. Platforms like YouTube, Instagram, and TikTok allow you to showcase your expertise and drive traffic to your sales pages. And don't underestimate the power of paid ads - platforms like Facebook and Google Ads can drive targeted traffic to your offers.

Finally, collaborate with influencers in your niche. Guest appearances on podcasts, webinars, or even joint ventures can expose your products to new audiences and skyrocket your sales.

Building a Long-Term Income Stream

The beauty of digital information products is that they can become **passive income machines**. Once you've created and launched your product, it continues to sell while you sleep. But to ensure long-term success, you need to focus on building a brand.

Your **Brand** is what sets you apart in a crowded market. It's what makes people trust you, buy from you, and recommend you to others. To build your Brand, consistently deliver high-quality products, engage with your audience, and stay true to your unique voice.

And don't stop at one product. As your audience grows, you can create an entire ecosystem of offers - from eBooks to membership sites to coaching programs. *The possibilities are endless.*

The Road Ahead: Freedom and Fulfillment

Escaping the 9-to-5 grind isn't a pipe dream - it's a choice. By leveraging the power of White Label products, PLR materials, and AI tools, you can create digital information products that provide value to your audience and income for yourself.

So, what's stopping you? The internet marketing niche is waiting for the next big idea, and that idea could be yours. Start today, take action, and watch as your online empire takes shape.

Remember: Success isn't just about making money - it's about building a life of freedom and fulfillment.

Go out there and make it happen!

Ian Jackson