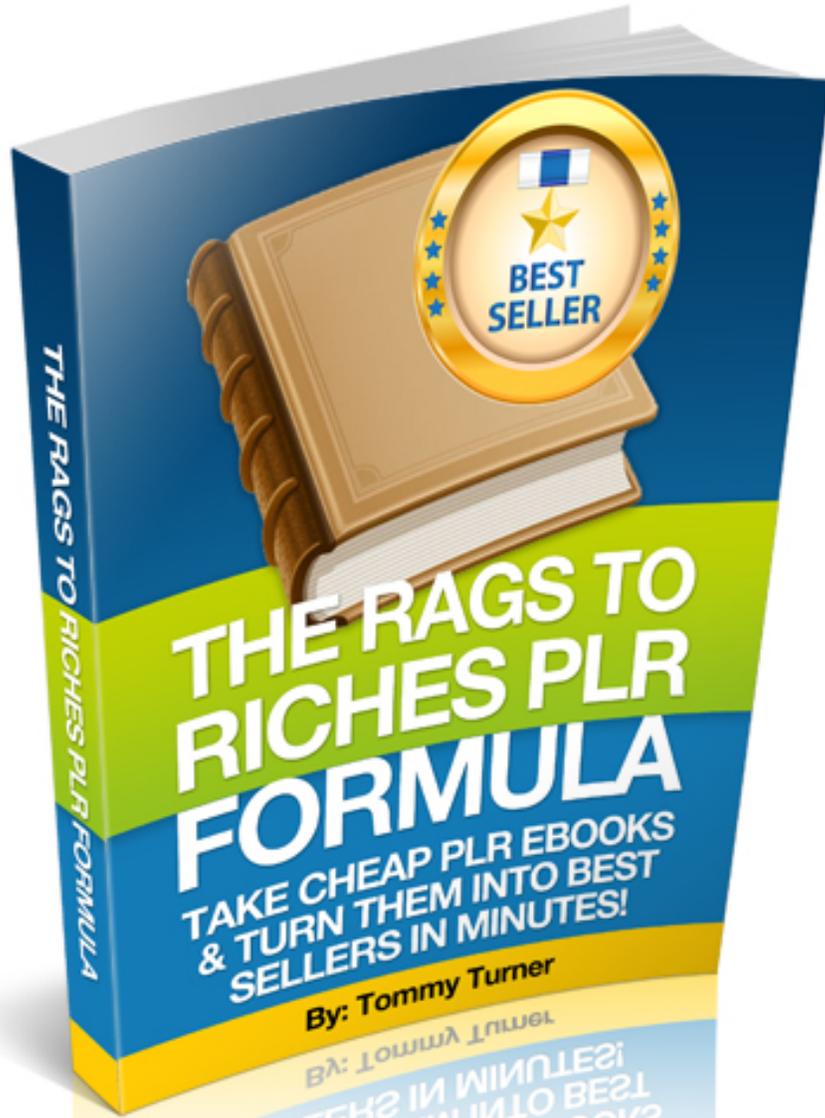


# Module #1



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While the author Tommy Turner has made every attempt to provide you with the most accurate and effective information possible, he cannot guarantee your success. Your own work ethic, copywriting abilities, ability to follow instructions, and perhaps even luck, coupled with current market conditions, may all play a role in your results.

The author assumes no liability for any expenses incurred by the reader as a result of following the advice set forth in this book.

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As demonstration of the author's compliance with the legal guidelines set forth by the FTC, he wishes to offer you full transparency. Any incomes stated are used for example only, and no guarantees are made that assure you will have the same or similar results. Thank you for your support!



### **About Tommy Turner**

Tommy Turner has been building profitable businesses online since 2005. Tommy has also built successful businesses in the offline world as well. Tommy dabbled with Network Marketing in the late 1990's building a team of over 2000 associates, and was featured twice in the company's success magazine.

In his free time, he enjoys fishing, investing, and playing the piano. Tommy is also a music industry veteran with a recorded CD titled, *Someday*. He has worked with many big names in the music industry.

Tommy specializes in product creation, outsourcing and success coaching. He has published more than 1,000 articles and written numerous eBooks on Internet Marketing. Some of his current best sellers include *Sales Frenzy*, *Outsourcing Unleashed* and *The Rags To Riches PLR Formula*.

To find out more about Tommy Turner, visit [www.webgoldmines.com](http://www.webgoldmines.com)

# Introduction

Thank you for purchasing *The Rags To Riches PLR Formula*. I'm going to show you how to find great sources for PLR, and then turn them into HOT selling inspirational products quickly.

Of course, there are some rules you really need to follow if you want to turn PLR into winning products.

Just so we are clear. PLR stands for (Private Label Rights). Many eBooks and software products come with Private Label Rights. They allow you to do almost anything you want with them, and then call it your own creation.

I'm going to show you why PLR is so easy to create products from quickly, cheaply, and with very little effort. I have seen many posts on the warrior forum where experienced marketers tell newbies that it will cost them at least \$1000+ to create an eBook.

I'm going to change the rules... You're about to learn how to turn a boring PLR eBook into a totally unique **HOT** selling product quickly.

**Forget \$1000+ to create eBooks – Discover How I create **HOT** eBooks With Huge Value For Practically Nothing From Start to Finish.**

Successful people are always looking for opportunities to help others. Unsuccessful people are always asking, "What's in it for me?" – Brian Tracy

"The beautiful thing about learning is that no one can take it away from you." – B. B. King

# What NOT To Do With PLR

The TWO biggest mistakes that so many people make with PLR eBooks is try and sell it exactly as it is without making any changes at all or they try to change too much and get no where. If you truly want to cash in with PLR then you need to understand the right formula to really benefit from PLR, and how you can increase the value and make it unique.

When I first started out online I really wanted to have a product of my own. PLR has always been a hot topic. However, whenever I chose a PLR eBook I really didn't know what I could do to improve it. I was too lazy to re-write the entire eBook. So, I started brainstorming ways I could make some small adjustments without spending a bunch of money or wasting my time trying to re-write all the material.

I'm sure that many of you have heard the saying for K.I.S.S (Keep It Simple Stupid)... One day I was reading an inspirational book, and I noticed that the author had used quotes throughout the entire book. I found the quotes encouraging, and it definitely made the book more enjoyable to read. I thought; why couldn't you just do that with PLR? Of course, there are a few more things you can do to spruce it up that are easy to implement, but adding quotes is truly one of those things that is so simple, yet, very powerful.

You may be looking to create a nice starter product of your own that sells for \$17 to \$27 dollars or so. You can do that extremely fast and easy with a few of the simple steps I'll teach you.

Maybe you want more than just a \$17 dollar product. Maybe you want a bigger upsell product that sells for \$47 to \$97 or even a product that sells for \$197 or more.

**Can you really do that starting with just a simple little PLR eBook?**

Yes, you absolutely can, and I'm going to show you step-by-step exactly how to do that.

"We learn something from everyone who passes through our lives... Some lessons are painful, some are painless... but, all are priceless." – Unknown

The great thing about your new product is that it won't be PLR anymore. It's going to be your very own creation. With the right resources and a few strategic steps you can take a PLR eBook from **Rags to Riches** in a very short period of time. I encourage you to enjoy and take notes.

"Life has two rules: #1 Never quit #2 Always remember rule # 1." – *Unknown*

# Finding The Best PLR Resources Online

## Getting Started!

There are many good PLR sources that you can use to find really good PLR. Here are some of my favorite sites... These are NOT affiliate links.

### [ID PLR](#)

### [Trade Bit](#)

### [Best Quality PLR](#)

You can do a search on Google and reveal many more sources for PLR. Finding PLR is easy! Once you find a good source of PLR it's time to choose a good project.

Chances are you may have some winners on your hard drive already. Hopefully you have kept a folder with all your old PLR products to sort through.

“In order to succeed, your desire for success should be greater than your fear of failure.” – Bill Cosby

# How To Uncover The Best PLR Topics

Before you can do anything you will first need a good PLR eBook to start with. There are good PLR and bad PLR products. So, how do you determine the good from the bad?

I actually stumbled on this technique while working on another project. I am always looking for ways to create new products or find good topics. As a marketer you always want to be seeking out what's hot and what's not. What may be the thing now may not be so hot six months from now. This little technique will keep you on the heartbeat of what marketers are looking for. Thus, after reading this section you will understand why I chose PLR as one of my WSO products.

NOTE: When shopping for PLR don't get too caught up in a great title or fancy graphics that the product may currently have. You will be changing those elements out! That is not to say you should just look past them either. You may be able to use certain elements of the graphics and the title, but it is the inner workings that we are most concerned with when choosing a good PLR piece to build from.

Here is a series of test I have developed for checking out any PLR topic I may be considering for taking from Rags To Riches. If they fail these test then keep looking.

## **TEST ONE**

The first thing we are obviously looking for is a HOT subject matter! How do you know if it's a HOT topic?

One trick I like to use is to go to [warriorplus.com](http://warriorplus.com) – This is a very popular site that many marketers use to launch WSO products and get affiliates to promote their programs. However, many may not be aware that you can see what marketers are searching for.

**Warrior+Plus** Not logged in [register|sign-in]

[Home](#) [WSO Pro](#) [WSO Tracker](#) [WSO Alerts](#) [WSO of the Day](#) [Affiliates](#) [Support](#)

**WSO OF THE DAY** **41 Unconventional 'Tricks' To Get More Clicks... (from Matt Bacak)**  
"...This insider knowledge is one of the most valuable pieces of information anyone serious about Internet marketing will find..."

» [CLICK HERE TO VIEW ALL OF TODAY'S TOP-SELLING WSOs](#) «

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### Welcome to WarriorPlus

WarriorPlus.com is a "helper" site I created for the WarriorForum. Here I create tools that are designed to make using the Warrior Forum easier and more efficient.

<h4>WSO Pro</h4> <p>WSO Pro is the all-in-one WSO sale, delivery, and management system that makes running your WSO easier than ever. Setup auto-delivery, limited quantities, changing prices and more from a single easy-to-use interface...</p>	<h4>WSO Tracker</h4> <p>Here you can search through current and past WSOs. We keep an archive of WSOs that have been deleted for your convenience. Also, you can search through WSOs based on keyword, author, and more...</p>	<h4>WSO Alerts</h4> <p>Get instant notifications via email, RSS, or both on the latest WSOs that contain certain keywords and/or are posted by certain Warriors. Never miss another WSO you want to see again!</p>	<h4>WSO of the Day</h4> <p>Buy Top-Selling Offers for Pennies on the Dollar. The Catch? Each One Is Only Available For 24 Hours. Click for all of the details.</p>
<h4>Affiliates</h4> <p>Want to earn some great commissions by promoting WSOs? This is the place for you!</p>	<h4>Help &amp; Support</h4> <p>Have a question about WarriorPlus features? Search through the knowledge base and/or send a support request here.</p>		

**After getting to warriorplus.com click on the WSO Alerts at the top of page or in the box:**

**Warrior+Plus**

[Home](#) [WSO Pro](#) [WSO Tracker](#) [WSO Alerts](#) [WSO of the Day](#) [Affiliates](#) [Support](#)

**This will bring up a page that shows you what people are searching for on the Warrior forum.**

### Add an Alert

TYPE	SELLER / KEYWORD	NOTIFY BY	FREQUENCY	
WSO Seller	<input type="text"/>	Email	Instant	<input type="button" value="Add Alert"/>

My Email: *not logged in*

### Setup WSO Alerts

Be notified *instantly* when a new WSO is posted by a specific Warrior or when it contains certain keywords.

**You are not logged in!** You must be logged in to use this feature.

- Existing User? [Click Here to Login](#)
- New User? [Click Here to Register](#)

[<< Go Back](#)

### Most Popular Sellers

9287		warriorplus
3836		icun
3490		James Renouf
3176		Chris Munch
2747		CraigRC
2558		SimpleSpencer
2547		barry plaskow
2517		Calvin Woon
2448		Sam England
2393		Maria Gudelis

### Most Popular Keywords

656		wordpress
597		PLR
460		software
438		offline
420		facebook
355		free
309		video
291		SEO
256		CPA
246		mobile

Notice in the image above - you see the **Most Popular Keywords** section on the right side of the page.

In this particular example you see the words:

wordpress  
PLR  
software  
offline  
facebook  
free  
video  
SEO  
CPA  
Mobile

So, searching for PLR products that deal in those niches will serve you well. As you can see by this list that PLR is popular. So, I created a product dealing with PLR subject matter and put my own twist on the topic. Remember K.I.S.S

## TEST TWO

Okay, so based on this list you know some topics that are HOT. Now you can look for those topics in PLR eBooks on some of the sites I have mentioned.

Once you find an eBook on a topic that is HOT - The next thing to look at is the overall content that is associated with the PLR product you are considering. You are not as much concerned with how many pages, but rather how interesting the **outline** looks.

Can you see some immediate additions or changes you could make to the outline? Do you see steps that may be missing or can you add an additional step or two? You will almost always be able to make a few improvements that are easy to implement. However, if you can't think of anything more to add, then that is fine too. K.I.S.S

"No one is going to hand me success. I must go out & get it myself. That's why I'm here. To dominate! To conquer! Both the world, and myself."

*Unknown*

## TEST THREE

If you have found a good topic, and you like the outline then you need to test a few more elements before choosing that particular product for your Rags To Riches project.

There should be a "read me" file or a list of what you can and can't do with the PLR product you are considering.

What are the PLR rights? Be certain that you can do ANYTHING you want with the material.

“You miss 100% of the shots you don’t take.”

Wayne Gretzky

## **TEST FOUR**

Do a quick search in Google for the title and see if anything comes up. You will be changing the title, but this test shows you if there are multiple people who have chosen this particular PLR eBook, and just thrown it back up online.

Also, see if any of the chapter titles in the outline come up in a search. If you are finding bits and pieces of it scattered throughout the Internet then chances are that particular eBook has been worked over pretty good, and you should probably move on. However, if you feel like you could make some real improvements to the outline, and make it better than you can still choose it.

## **TEST FIVE**

Are there any additional perks or bonuses associated with the PLR product? Many products will come with a Video that you can possibly use to create additional material from or re-do! Does the package include sales copy to get ideas from?

NOTE: I never use the original sales copy, but it might hold a few gems you can use for your new sales copy.

If your PLR passes test **1 through 4** then you have a start to a great product to turn from Rags To Riches!

## Hire a Coach!

The absolute best piece of advice I can ever give you is to hire a personal coach. Whether it be myself or someone else who knows how to make money online. Hiring a coach can save you thousands of dollars; hundreds of hours in avoided mistakes, and get you to your goals much faster. I honestly feel investing in a coach is one of the best investments you can make, and essential to anyone's success online.

I have a few coaches I currently work with now. If you enjoy helping others you can become a coach as well, I can teach you how.

The truth is... Almost ALL Coaches have Coaches too. We stick together. Once you are making money online you can show others how to do it. Someone is always paying someone to help him or her grow his or her business. It is the circle of Internet Success. If you're not in an Inner Circle then you're missing out.

When hiring a coach make sure they are someone who CAN back up what they teach.

Good coaching will always be cost effective, and should make you money with proper effort in time. Anyone that sticks with me in my coaching program will make money if they apply what they learn.

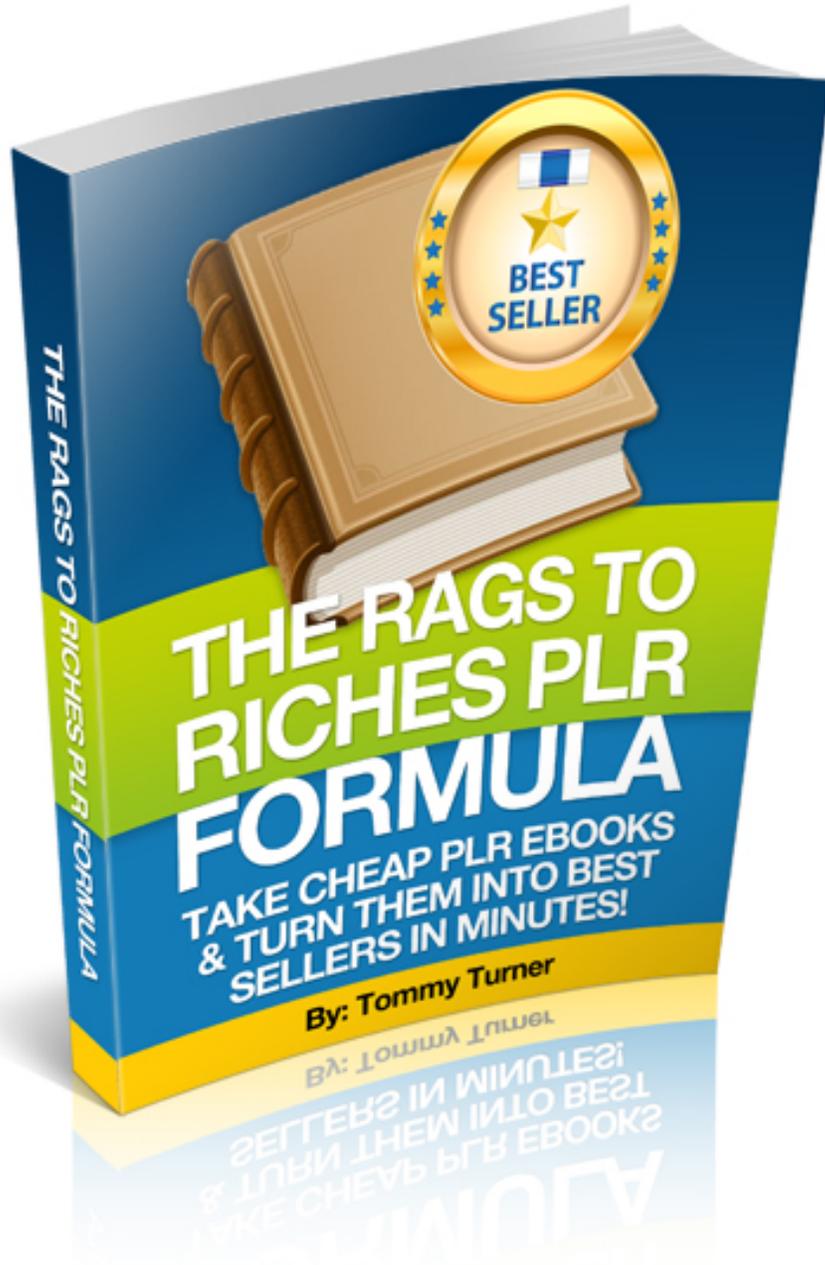
I can teach you how to stay focused, motivated, and become successful.

I coach in a few different ways to fit your budget. I offer private email coaching, group coaching, and one-on-one coaching.

I have successfully created products, and developed business models that anyone can copy to reach success.

To learn more see: <http://webgoldmines.com/coaching/>

# Module #2



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To find out more about Tommy Turner, visit [www.webgoldmines.com](http://www.webgoldmines.com)

## STEP ONE

# A Quick **TITLE** Change Formula That Creates Sizzles

Now that you have a good PLR project to work with it's time to make the magic happen!

**The first step is to give your product a new **sizzling** title!**

I'm sure that giving your PLR eBook a new title or name does not sound like any kind of groundbreaking tip or trick. I understand, but stick with me on this one... I have a few tricks up my sleeve that I have used many times, and now you'll be able to use them too.

I'm going to share a few creative thoughts and ideas that hopefully will open your mind up to the possibilities for generating a good title that causes your viewers emotions to stir when you produce your next project.

"The only thing that stands between you and your dream is the will to try and the belief that it is actually possible." – Joel Brown

Let's create a GREAT title!

When creating a title it needs to be something that people can feel or envision. It should have some uniqueness to it. It needs to spark emotion. Create hope and/or add mystery.

Lets start with looking at some headline type examples.

**Example #1:** To say: Your wallet will be Big after you sell this product. Yes, it may be descriptive, but it's boring - you can't really feel it.

**Example #2:** Now if you said: **Warning** – Selling this product will make your wallet so BIG it will make your back hurt.

You see? Now you can envision that your pocket book will overflow to the point it causes a feeling. So much MONEY your back hurts, implies you will be richer than you even need to be, and that is really what everyone wants.

**Example #3:** You could be humorous: **Warning** – Selling this product will make your wallet so BIG it could cause your BUTT to drag!

Now you might be thinking what does this have to do with creating a GREAT title?

Well, I wanted to get your mind headed in a creative direction. I will often look at several titles for other products on the same topic I am working with to see which ones might spark my attention. Lets look at how I created the title of this book, and really start digging into the science of creating a good title.

“The only person you are destined to become is the person you decide to be.” – Ralph Waldo Emerson

Lets be honest -- Everyone wants to go from rags to riches and have more than enough money so they can share more with others or spoil themselves more or whatever more... ***I have found that having more is always better than having less when it comes to money!***

Far too many people who come online looking for ways to make money are desperate. I know when I started out I needed an answer to my money problems. I was searching for someway to honestly make \$50 to \$100 per day so I could get out of the dark financial hole I was stuck in.

So, I thought back to those desperate times and used that memory when I first started creating a title for this eBook. The first

title I chose was: **MAKE BIG MONEY WITH PLR**. I thought that sounded pretty good, but what was BIG money? That could mean so many different things.

I knew I wanted PLR in the title, but I still needed to do better. I kept switching it around, and came up with **The Ultimate PLR Wealth System**, and a few other titles, but again they were not complete - I knew I needed more.

I liked the title when I first created it, but it just did not have the sizzle with a touch of the emotion that I knew everyone was dreaming of.

So, then I applied a little trick that put me on track...

Here is a trick I like to use to create exciting titles. I take a word and then use an online [Thesaurus](#) to see what other similar words might spark more of a reaction or feeling.

I can't tell you how many times I have started with a word, and then dug even deeper with that word using a thesaurus to find a word that created a title that had far more punch and sizzle than just using the base word I had originally started with.

If you do what you've always done, you'll get what you've always gotten. –Tony Robbins

For this book's title I used the thesaurus, and then started digging with the words I had come up with in my previous title attempts.

I used the word **Wealth** that was one of the words in my original title. That gave me the word **Riches** in a list of words. Immediately I thought of **Rags to Riches**.

So, I had the title Rags To Riches

That brought out the dream I was looking for, but it also created a twist. You can take PLR from Rags To Riches or you could image yourself going from Rags To Riches. By combining PLR and Rags To Riches I had my title.

## ***The Rags To Riches PLR Formula***

I'm not saying you will come up with a title immediately, but it can start the creative juices flowing. By just digging a little further you can spark some very creative ideas. A little helpful tip is to also know your audience! It will help in your sales copy as well.

"We are what we repeatedly do; excellence, then, is not an act but a habit." – Aristotle

"A wise man gets more use from his enemies than a fool from his friends." – Baltasar Gracian

"What we think, or what we know, or what we believe is, in the end, of little consequence. The only consequence is what we do."

John Ruskin

### **More Title Tips:**

You can look at products on warriorplus.com that have sold well, and then simply alter the title they used by adding a word or changing a word or two.

To do this on warriorplus.com you will need to go to Warriorplus.com and register an account. After you register you can click on the Affiliate link at the top of the page.



Then click on request offers



Next click on the Sales link to show WSOs that have sold 1000+



You can see Titles to products that have sold over 1000+ copies. Now drill even further and do a keyword search in the search box of your products niche, and see titles that you can alter to create your own title.



Using these simple tips will help you create a quick hard-hitting title that is sure to be a winner.

Once you have a good title created you can work on the books outline.

Ezineartilces.com is also a great source for creating titles. I'll show you this method and the others in the videos to better understand how to create great titles.

## **Sub-Text**

After you have created your title you should create a sub-text to your title that will make your products even more tempting or defined.

Example: The title to my book is The Rags To Riches PLR Formula. My sub-text is - Take Simple PLR eBooks & Turn Them Into Best Sellers In Minutes.

By creating a sub-text after your title you are able to add more appeal to your product. The concept behind this is really like creating a headline for a sales letter.

“Don't cry because it's over, smile because it happened.” – Dr. Seuss

## STEP TWO

### Developing **Killer** Outlines Fast

The outline is the next thing you will alter. The outline is the skeleton of the entire body of work. The great thing about PLR, and one of the main reasons why I like to use PLR, and why you should also choose a PLR project to create a product from is that the basic structure or idea is already in place for you.

Coming up with good ideas is one of the main problems that so many new marketers struggle with when trying to get started online. With PLR the basic idea is already in place for you.

The **table of contents** in your PLR eBook will give you the outline or skeleton you need. You can change it up some, and see where you might make possible improvements or deletions to add more value.

The other advantage to a good outline is that it will give you benefits for your sales copy. You can use the titles to each chapter to make people curious. If it is a basic skill that everyone thinks they already know then try putting a twist on it.

If you don't have any **ground breaking** new ideas or changes to the outline that's okay... The Rags To Riches method will spice it up without worrying about creating new ideas, but if you can see a way to add to the outline then great. So, don't sweat it if you are not creative with the outline.

When I was a boy I was told that anybody could become President. Now I'm beginning to believe it.

Clarence Darrow

## STEP THREE

# One Simple Step Creates Ongoing Profits With PLR

When creating your eBook outline you want to take one more step to add value. You can break the PLR material up into smaller more digestible sections or modules of 5 to 15 pages each to add more value. Of course, the page count will vary based on the material already available, but 5 to 15 pages per module is a good guide.

By breaking it up into 3, 4, or 5 separate 5 to 15 page sections you end up with a much better product than if you just had one long eBook that is 60 to 80 pages or so.

“Courage is not the absence of fear, but rather the judgment that something else is more important than fear.”

James Neil Hollingworth

Perhaps you could put all your resources into another separate eBook, and call it a bonus module as well. This tactic increases the value greatly by making the material more digestible, and gives your product a more robust look. 3, 4, or 5 set volumes appears much more impressive than one eBook.

Caution: You don't want to scare people off or make them feel like they have a ton of material they must wade through. So, make the sections short and to the point, and let your readers know each volume is short and to the point.

So, as you look over the outline look for ways to break it up into sections, and make several smaller eBooks to create a more complete package feel.

“Everyone wants to ride with you in the limo, but what you want is someone who will take the bus with you when the limo breaks down.”

Oprah Winfrey

**Okay, lets do a checklist:**

- ✓ You have several sources for finding PLR.
- ✓ You have the steps for determining Good PLR from Bad PLR.
- ✓ You have chosen a popular niche topic
- ✓ You’ve used niche keywords and thesaurus to create a good title.
- ✓ You have improved the outline, and divided it into 2, 3 or more digestible sections.

**Now we are going to make a few quick changes to the content, and turn the PLR into a work of art.**

“Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all.”

Dale Carnegie

## Hire a Coach!

The absolute best piece of advice I can ever give you is to hire a personal coach. Whether it be myself or someone else who knows how to make money online. Hiring a coach can save you thousands of dollars; hundreds of hours in avoided mistakes, and get you to your goals much faster. I honestly feel investing in a coach is one of the best investments you can make, and essential to anyone's success online.

I have a few coaches I currently work with now. If you enjoy helping others you can become a coach as well, I can teach you how.

The truth is... Almost ALL Coaches have Coaches too. We stick together. Once you are making money online you can show others how to do it. Someone is always paying someone to help him or her grow his or her business. It is the circle of Internet Success. If you're not in an Inner Circle then you're missing out.

When hiring a coach make sure they are someone who CAN back up what they teach.

Good coaching will always be cost effective, and should make you money with proper effort in time. Anyone that sticks with me in my coaching program will make money if they apply what they learn.

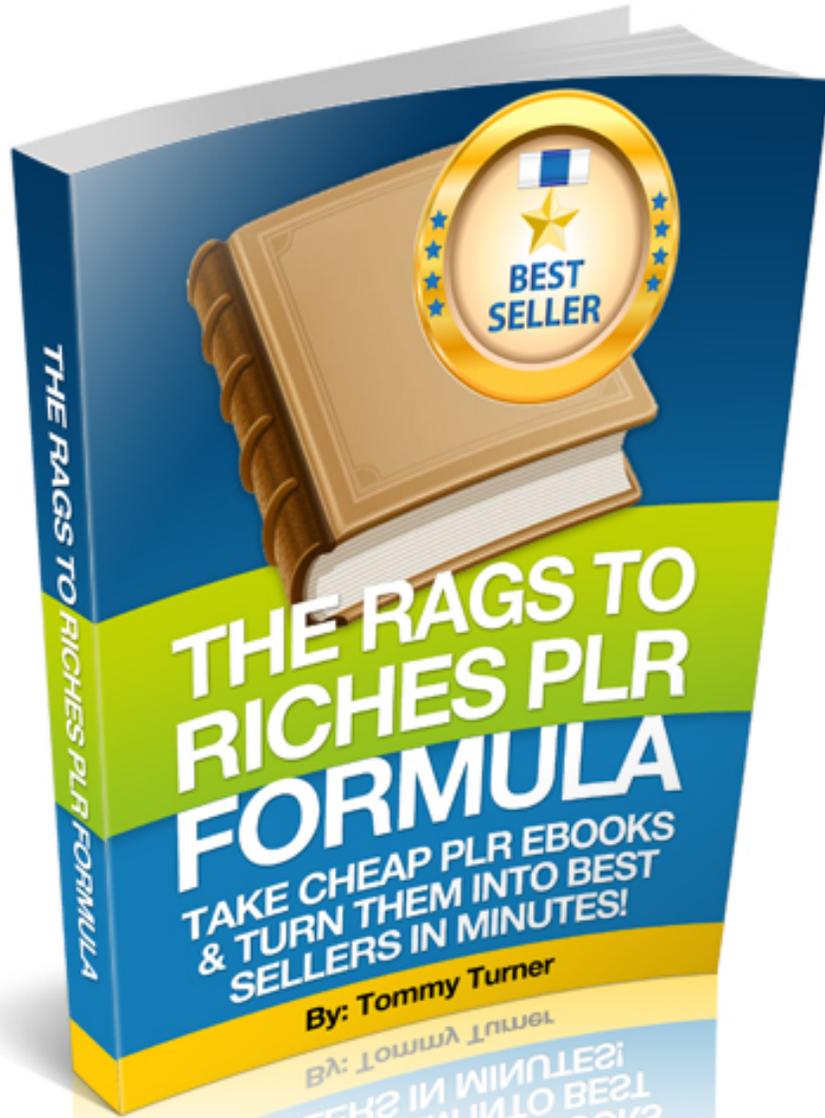
I can teach you how to stay focused, motivated, and become successful.

I coach in a few different ways to fit your budget. I offer private email coaching, group coaching, and one-on-one coaching.

I have successfully created products, and developed business models that anyone can copy to reach success.

To learn more see: <http://webgoldmines.com/coaching/>

# Module #4



TAKE CHEAP PLR EBOOKS  
& TURN THEM INTO BEST  
SELLERS IN MINUTES!

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To find out more about Tommy Turner, visit [www.webgoldmines.com](http://www.webgoldmines.com)

## STEP SEVEN

# Dirt Cheap Outsourcing - eBook Graphics

After your book is finalized and ready to read, then you can outsource a graphic designer for the eBook covers.

The reason I like to wait on this step until the book material is completed is because there are times when I have actually changed up the title after reading the final draft.

The more details you can give the graphic designer the better. They need to know what you're going for. One very good way to help them design what you want is to find some sample covers that you like. They don't have to be in the same niche, but anything visual that your designer can use as a guide will be helpful.

There are many very inexpensive sources for eBook design. I use the same outlets for finding good graphic designers as I do for all my other outsourcing needs.

[Warriorforum](#)

[E lance](#)

[Odesk](#)

[Fiverr](#)

[Goferr](#)

You can get an eBook set done for \$15 to \$30 easily. I once hired a talented computer tech for \$20 per day, and he would build websites, do all kinds of complex coding, and graphic design for me. He loved the experience, and said he would be doing it anyway and making nothing.

If you choose to use a professional designer - Don't get caught up in the BIG fancy graphic packages they may offer.

You just need a good clean set of covers, and then a nice group shot to create the image of a "full meal deal"...

Trust me the group shot vs. a single eBook cover will boost your sales conversions 10 fold.

The graphic designer will need to know what text you want on the books. Try to give them as much detail about the product as possible. I'll usually give them a copy of the eBook to read over as well to get a feel for the product.

You want the main theme on all products, and then the names of each module on the individual modules. You will get one eBook cover designed for each module, and then a group shot of them all together.

Before hiring a designer ask how many revisions they will give in their price quote?

Ask what formats they deliver the graphics in. Usually they will do it in a couple different formats. JPG and PSD

Make sure they give you 3 different sizes. Small, Medium, and Large for various sales ads and whatever else you may want to do with your covers!

Be sure to look over their samples or ask others on the warrior forum who they use.

You can contact me if you don't have a good graphic design person, and I'll give your contact information to one of my personal designers.

## STEP EIGHT

# Graphics Trick Boost Sales Up To 400%

This chapter goes with the last chapter.

I have touched on this already, but I wanted you to see it in action.

When I originally put this product together it was only one long eBook. So, I broke it up into 3 shorter modules, and had my graphics guy create a bundle effect.

I then added the Cheat Sheets that added another element. The 4 eBooks are easy to digest, and it gives a much bigger bundle look value effect.

I call it the Full Meal Deal!

You can break up almost any eBook into sections and do this.

*“Whatever you do, be different – that was the advice my mother gave me, and I can’t think of better advice for an entrepreneur. If you’re different, you will stand out.”*

*Anita Roddick*

Some people like my advice so much that they frame it upon the wall instead of using it.

Gordon R. Dickson

Go confidently in the direction of your dreams.  
Live the life you have imagined.

Henry David Thoreau

**Recap:**

- ✓ You know where to find a PLR product
- ✓ You know how to choose good from bad PLR
- ✓ You changed the title
- ✓ You restructured the outline
- ✓ You made a few quick content changes
- ✓ You spruced it up with quotes and images
- ✓ You had some good graphic eBook bundle covers designed

**Congratulations! You Have Created a Great Product That Will Educate and Inspire Your Readers!**

**Remember: K.I.S.S (Keep It Simple Stupid)**

“Those who cannot change their minds cannot change anything.” – George Bernard Shaw

# Final Thoughts

When you are creating a product for a WSO or for the online market place you always want to find at least one or two "**Golden Nuggets**" that can make a profit for your buyers.

The suggestions in this material will surely help you get over the hump, and get to creating some great products from PLR or bring to life dusty old PLR that has been sitting on your hard drive. This is a great business model as it allows you to purchase a cheap PLR eBook for \$2 to \$10 and make a ton of money by simply making it more inspiring, and then adding a few quick changes to the title, text, eBook covers, and your in business.

The use of the HOT words list is extremely effective. Much of what you do online for creating products are research, testing, modifying, repackaging, and then your ready for profiting.

Remember K.I.S.S don't try to reinvent the wheel. Make it easy on yourself, and get some good new products on the market.

When I am coaching a student I help them get up and running quickly by creating products. You have all you need to create some great products. Don't allow your mind-set to think negatively.

Success is out there for the taking. Get some PLR eBooks, and spin out a few good products and you'll be in the profit in no time.

Find some newbie easy methods along with some cheap and/or free resources to include in your product and you are well on your way to success.

Best Of Luck To You!

Tommy Turner

## Hire a Coach!

The absolute best piece of advice I can ever give you is to hire a personal coach. Whether it be myself or someone else who knows how to make money online. Hiring a coach can save you thousands of dollars; hundreds of hours in avoided mistakes, and get you to your goals much faster. I honestly feel investing in a coach is one of the best investments you can make, and essential to anyone's success online.

I have a few coaches I currently work with now. If you enjoy helping others you can become a coach as well, I can teach you how.

The truth is... Almost ALL Coaches have Coaches too. We stick together. Once you are making money online you can show others how to do it. Someone is always paying someone to help him or her grow his or her business. It is the circle of Internet Success. If you're not in an Inner Circle then you're missing out.

When hiring a coach make sure they are someone who CAN back up what they teach.

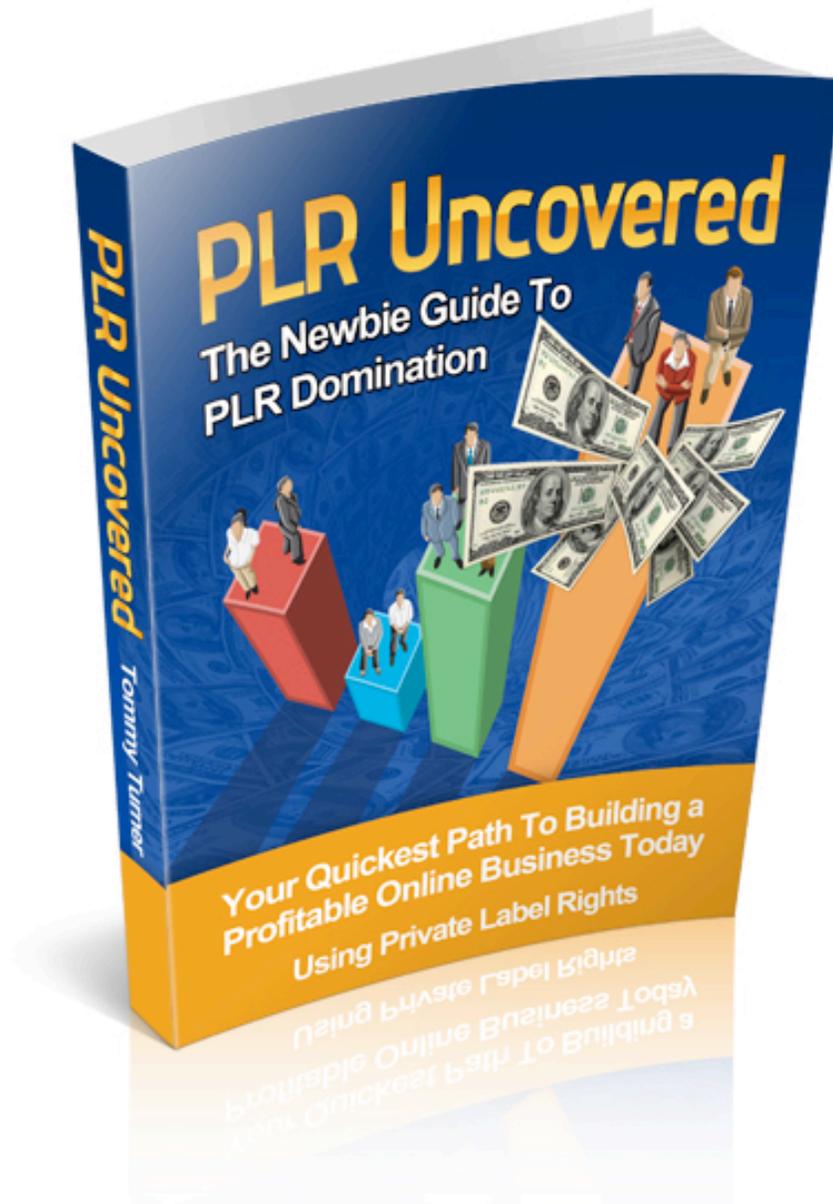
Good coaching will always be cost effective, and should make you money with proper effort in time. Anyone that sticks with me in my coaching program will make money if they apply what they learn.

I can teach you how to stay focused, motivated, and become successful.

I coach in a few different ways to fit your budget. I offer private email coaching, group coaching, and one-on-one coaching.

I have successfully created products, and developed business models that anyone can copy to reach success.

To learn more see: <http://webgoldmines.com/coaching/>



# **PLR Uncovered - The Newbie Guide To PLR Domination**

**“Your Quickest Path To Building a Profitable  
Online Business Today – Using Private Label  
Rights!”**

## **LEGAL NOTICE**

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### **About Tommy Turner**

Tommy Turner has been building profitable businesses online since 2005. Tommy has also built successful businesses in the offline world as well. Tommy dabbled with Network Marketing in the late 1990's building a team of over 2000 associates, and was featured twice in the company's success magazine.

In his free time, he enjoys fishing, investing, and playing the piano. Tommy is also a music industry veteran with a recorded CD titled, *Someday*. He has worked with many big names in the music industry.

Tommy specializes in product creation, outsourcing and success coaching. He has published more than 1,000 articles and written numerous eBooks on Internet Marketing. Some of his current best sellers include *Sales Frenzy*, *Outsourcing Unleashed* and *The Rags To Riches PLR Formula*.

To find out more about Tommy Turner, visit [www.webgoldmines.com](http://www.webgoldmines.com)

## Introduction to Private Label Rights



Since the advent of the Internet, business had been good, if not better than before. This is because the Internet provides more viable means of disseminating information about the products and the business all at the same time.

Hence, most businesses know that the proliferation of the online business will definitely boost the income-generating potential of the business.

However, most online entrepreneurs contend that for an online business to generate good income in the Internet, the business must have its own product. This is because everything is a sale, even the thoughts that you have in your mind could count as a product for sale when presented in the Internet for other people's use.

*“Let no feeling of discouragement prey upon you, and in the end you are sure to succeed.” Abraham Lincoln*

But contrary to most popular beliefs, having your own product does not limit you to the many possibilities of earning more by using a "license" that is attached with an "information product" that you may acquire online. These are known as Private Label Rights.

**Private Label Rights** is just one of the three "basic rights" that are embodied in the concept of resell rights marketing. Among the three, Private Label Rights are considered as the most moneymaking and rewarding.

Private Label Rights are represented in a certificate or authorization that is attached with an "information item." The basics of Private Label Rights is to permit people to transform, reorganize, change, or improve the elements of the said merchandise to go well with the buyer's personal desires and yearnings.

For example, if you have a Private Label Rights, you can easily segregate the contents of an eBook, and persuade somebody to buy the contents as sequence of pieces of writing.

One of the best things about Private Label Rights is that you can actually do the same thing inversely. For instance, if you were able to buy a set of information products like a collection of articles embodied with Private Label Rights, you can easily bring them together without the risk of some law-related predicaments. Hence, you can collect different articles from different owners. With a common thought, you can come up with a creative masterpiece.

In addition, with Private Label Rights, you can simply append some information on the said product to make it more meaningful and creative, thus, creating an impression of having a product of your own.

Best of all, you can even put your name as the author of the said work. This is the most gainful aspect of having Private Label Rights. In this way, you do not have to acknowledge the primary author of the work.

*“When your life flashes before your eyes, make sure you’ve got plenty to watch.” Anonymous*

So for those who are not yet aware of the rewards of using Private Label Rights, here is a list of some of the advantages:

## **1. It is just the thing for marketing your name and your business name.**

With Private Label Rights, you can easily acquire informative products that you can use as your own. Hence, this creates an impression that you are making your own product(s) and that you are a professional and a skilled person on the given field.

In turn, you get the trust that you need in order to compel them to buy your product.

## **2. It triggers creativity.**

One of the best things about Private Label Rights is that you can be creative in a thousand and one ways. This is because you can assemble the different elements and come up with a new and near-original work without having any difficulty of creating such product.

## **3. Develop a product!**

With Private Label Rights, you can simply modify or improve a product if ever it does not fit your taste or needs. In this way, you can both cut back wasteful time by looking for products that are totally worthless or save more money by avoiding to create a whole new product.

However, even if some people contend that it is totally unethical for a person to sell the Private Label Rights for his or her creations, one cannot simply surmise the fact that engaging into this kind of activity is also beneficial to the seller especially if the product is already nearing the closing stages of its "market life."

This goes to show that people must learn how to give way to any possible changes to any product that might have already lost its

income-generating potential. By allowing other people to modify or enhance the features of certain products, the advancement of such products will continue to take place. Hence, the cycle will go on.

Indeed, the basics of Private Label Rights are not just necessary for most of the Internet marketers who wish to earn more income aside from their own products but also for the whole market as well. This is because the whole system of a give and take relationship dwells in the business and that is exactly where income generates its power.

*“Every day I get up and look through the Forbes list of the richest people in America. If I’m not there, I go to work.”*

*Vinnie Rege*

## Everyone Wins with Private Label Rights



Would you believe a person if they told you that it was possible to take another person's work, change it anyway you please and call the edited material yours?

What if that person also told you that besides being able to do so, you could actually profit from that work and not be liable for any copyright infringement?

If you haven't heard of Private Label Rights, then most likely you'd think they were pulling your leg. But all the above are true if you are able to secure these rights.

### **But what are Private Label Rights?**

To understand why Private Label Rights are so special, you need to know about resell and master resell first.

**Resell rights** are simply permission from the owner of a work (a book, for example) to allow you to take the said material and distribute it for your own profit.

**Master resell rights** take it a step further and allow you to sell the resell rights to the work. The reason why it is called master resell rights is because it covers a large set of permissible actions to the person who acquires those rights.

Experts would tell you that to get the most of your purchasing of master resell rights, the following list of actions should allow you to:

- Give the material away unaltered
- Combine the material with others
- Give the material away as a bonus item
- Use the material a content for websites
- Divide the product into separate articles
- Put the rights for the material or the material itself up for auction
- Provide the material as content for paid membership sites
- Sell resell rights for the material
- Change or alter the material

Buying the whole set of these rights are great but it can cost you. But there is a way to get almost all of these actions and not have to pay as much for master resell rights IF you acquire just the right to change or alter the material, which is exactly what Private Label Rights are.

With these set of rights, you are given permission to change another person's work. By altering the material, you have made the

work your own which then allows you to profit from the material anyway you intend to.

*“If your ship doesn’t come in, swim out to meet it!”*

*Jonathan Winters*

Let’s say you were able to acquire Private Label Rights for a particular eBook. What can you do?

For starters, you can break up the book into separate chapters and then sell these as articles. On the other hand, if you were able to acquire Private Label Rights for a set of articles, you could combine them and package it as a book, which you then can sell.

You can change the material’s content by adding or removing details. You can also add pictures or illustrations as well as other media like sound or video clips.

All of these actions are possible but the best part about Private Label Rights is that you are not obligated to mention the original author (or pay them any royalties) for the changes you have done to his or her material. You can claim the material as yours by putting your name as the author of the material.

With these changes, the ways on capitalizing on them are many.

You can come up with a whole new set of products from a single material source. Take an eBook for example. On one hand, you’ve broken up the book to sell them as articles. On the other, you’ve enhanced the book’s content with media to package it as your own work and putting it up for sale on the market.

*“Opportunity is missed by most people because it is dressed in overalls and looks like work.”*

*Thomas Edison*

Acquiring Private Label Rights are great for creating a brand for your business. As you may already know, one of the keys to a successful business is to distinguish yourself from the rest. With Private Label Rights, you can change the material and make it uniquely yours. If your target market likes your material, your market can perceive you as an expert in your line of business, which is something you can really capitalize on as you sell your products or services.

However, it is not only the person who acquires Private Label Rights who stands to benefit from it. It may be difficult to understand at first, but selling Private Label Rights benefits even the original creator.

With the increasing demand for original material to be sold with Private Label Rights, a writer can make good money from his or her work. The incentive is that he or she can command a higher price for the work given the rights that go with the material.

Furthermore, selling the right to change the material any way the buyer wants is actually giving new life to the material. By giving the buyer the freedom to change the content in a number of creative ways, the material’s usability and relevance is extended.

By compensating the original content creator well; by allowing freedom and flexibility for the purchaser; and by giving the end user a wealth of very useful information, Private Label Rights are by far one of the best things out there in the world of online marketing.

# How to Make Money with Private Label Rights



One might wonder at the difference between Private Label Rights and product resell rights. With product resell rights, a person obtains the right to resell the product as is, without changing its form, design or name.

On the other hand, if you have a Private Label Rights to a particular product, you would gain the right to modify or change an original product, create your own specifications, apply modifications then claim it as your own original product.

eBooks, software, articles and other written, raw materials are just some examples of products where you can obtain Private Label Rights.

Take an eBook, for example. If an author of an eBook would give you Private Label Rights about "Cellular Phone Technology", you can modify the content to tackle the latest developments about this ever-changing technology.

You can add features and create helpful sub-topics that would best fit the current trends in cellular technology.

After the modifications, you can claim rights to the eBook that you modified.

The idea may have been copied or bought, but you get to have the rights to resell the "new" product resulting from the one that was modified.

### **'New versus modified'**

In a basic business course, you are taught to develop an original product which will "sell" to a particular market.

You have learned that an original design and functionality will pave the way towards introducing a great new invention in the market.

However, developing and manufacturing your own product is quite a tedious process.

The good thing is that once you have an output, you can profit from your original product by several ways.

First, you can sell the rights for business owners to resell your products without any modifications whatsoever.

You can also build a web site for your product and get other related web sites to advertise your products for you.

Once you find that your product is not anymore at par with the current technological standards and it does not meet the consumer's needs, then you can modify it.

The resulting product with the new modifications will again earn you the rights to resell that new product. The possibilities are endless once you have developed a product of your own.

Now, take a look at the advantages of a modified product as a result of gaining Private Label Rights.

First, this is the easiest way to build a business if you do not have the time to develop your own product. Gaining Private Label Rights would make it "legal" for you to re-use an original product content without having to worry about infringements on intellectual property rights.

This principle mostly applies to written and electronic material such as eBooks, articles, even source codes.

Second, you can use your creativity to modify an existing product and make it your own.

If you put together ten articles about a common theme, modify them a bit to come up with one basic idea, you would have a resulting product which is more comprehensive than the original material. This is better as compared to just combining two articles with the same idea and packaging them individually.

You can also use an original material or text and use the Private Label Rights that you obtained to develop a web site about the same topic.

There are hundreds of possibilities about how you can earn money with the use of Private Label Rights. Affiliate sites and other web sites offering Private Label Rights would make modifications seem effortless.

This area of Internet marketing shows such potential that many online businesses are grabbing the opportunity.

All you have to do is find the right material to work with and you can have an instant product to work with. Just change the graphics, modify the text and you are good to go.

The great thing about this is that you can re-package the material and present them to buyers in any way that you would like. Additionally, you get the glory of the byline since you can put your name on the printed or electronic material because the product is yours to claim now.

With a little creativity, resourcefulness and effort, you can earn hundreds of dollars by using Private Label Rights to come up with original products that you can distribute to your target market.

With this, the difficulties of conceptualizing and manufacturing an original product will be eliminated, yet yield almost the same results when it comes to profit.

*“Failure defeats losers, failure inspires winners.”*

*Robert T. Kiyosaki*

## The Pros And Cons

Resell rights works in such a way that when an owner of an article or a book sells one the authority to sell that book to others then keep the profits. Private Label Rights however goes much further, efficiently granting the “Private Label Rights” buyer to do what he wants with the articles or text materials.

PLR makes available to you the benefits wherein you have your very own product and without the effort of making it by yourself.

Having ownership rights to articles, you are allowed to do all the revisions or editing that you want. Likewise, you can incorporate any link that you desire, any illustrations or images and add in any additional content and include your byline after revising the article.

”Private label materials” include information products, graphical files, software, and more. eBooks, reports and articles are the easiest to work on.

### PLR Disadvantages

The only downside of PLR articles is that these series of articles that you purchase are **not unique**, since these are often sold to several individuals, although the numbers of articles sold are limited.

However, because you are permitted to alter the articles’ content, you have the capability to make the articles unique, and even arrange it in a very different manner and tone that will result to be an original piece.

Simply put, if you have a smart thing with words and the talent for writing, the outcome of the article that you will sell is totally

different from everyone else's and instead of competing with some 400 other individuals who have the very same “Private Label Rights” as yours, by simply changing a little content, rearranging the chapters, adding new sections, deleting some irrelevant paragraphs, constructing a catchy title, changing the author’s name into yours, then you have an original product.

### **PLR Advantages**

1. **Saves time.** For a well researched, informative and good quality product to be written, containing several chapters and comprising of about fifty pages, it can very well take at least fifty hours of your time and effort. With PLR contents, you easily get instant content access.
2. **No “outbound links”.** With PLR articles, you are not obligated to incorporate “outbound links”. No distracting advertisements means your readers can concentrate well on your chapter. Take note that you can add links to your website or your affiliates.
3. **Cost efficient.** Hiring someone to write articles for you can be expensive, costing around \$10 to \$17 a piece; so then if you need a 50 page eBook, then it will cost about \$850. Whereas PLR eBooks cost from \$2 to \$17 for a 30 to 50 page PLR eBook.
4. **PLR can be revised or altered.** You can add some chapters and delete some too. You can rephrase words and add your own spin on the words.
5. **You can brand your own name.** Almost anybody purchasing something prefers to buy from someone they trust and know. With your PLR, you are able to display your name in the Book as the author then you are supplying clients with important

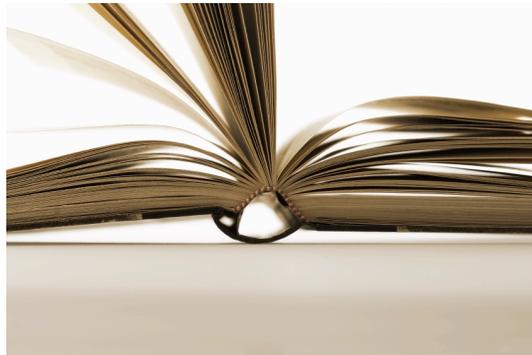
information. Then when prospects are pointed to your site, seeing your name once more, they instinctively have that certain feeling of knowing and trusting you.

6. **Complete in themselves.** PLR eBooks are entirely complete. At just a glimpse, “private label books” offer one with the whole “view” of the contents issues and elements involved.
7. **Well written by experts.** Generally, almost all “private label eBooks” are professionally written and compiled or collected with the most up-to-date research, investigation and information done by experienced writers. When you purchase and then use “private label material” from a trustworthy seller, then you are guaranteed that you are purchasing quality. Just keep in mind that you look into the terms, making certain that you are allowed to alter the content, as this is the only way that PLR can be used with full advantage.

Private Label Rights eBooks fill a webmasters requirement because they are written purposely to answer specific questions as well as problems within a position on a “well-searched” market. If properly and correctly marketed, they produce steady sales.

*“Some people dream of great accomplishments, while others stay awake and do them.” Anonymous*

## Cashing in With Private Label eBooks



In the past, marketers purchase resell rights from an eBook author, and resell the text of the material as it is. This strategy works to the advantage of the authors, because their works can be sold with the content intact, and not being compromised. Plus, many of these eBooks contain links to products that the author has interest in. The result is that the seller of the eBook will double as the author's marketing agent, because in each sale of the book, the affiliate links that it contains are exposed to each customer.

A few years ago, however, a new kind of resell rights became increasingly popular among marketers. They not only purchase the rights to sell the book, they also obtain the rights to do whatever they want with it, then sell it. Essentially, they edit, modify, rearrange, or change the contents of the books to suit their needs without being held liable. This allows the reseller to create new unique products from the material which is specially designed to suit the customers of the reseller.

Usually, the eBooks that are being resold under Private Label Rights are specially commissioned and have ghostwriters as authors. These works are usually basic texts that is geared to a specific market, but they are not the type that will win literary awards or climb bestseller lists. But it does not mean that these books are not worth a

lot. Actually, they fill the need of niche markets because they are written specifically for them. They can gain a lot profit if the reseller manages to aim it at the correct target market.

**What can a reseller do to maximize a private label eBook that he or she acquired?**

A lot of things, actually.

With a little ingenuity, a reseller could end up offering a book to customers that they will not find elsewhere. They do not have to compete with other resellers who have the same product that they are selling. The contents of the book can be changed and modified to suit the target market. Chapters can be rearranged. New sections can be added. An entirely new and eye-catching cover can be created. Titles can be revised. Pictures and illustrations can be included. Even the name of the author can be changed, and after overhauling a whole book, a reseller has already created an entirely new and unique version of the material which customers can appreciate.

Marketers should see private label eBooks as means to explore countless ways to create and maintain profit, and should view it as the beginning of building an Internet business empire.

*“A friendship founded on business is a good deal better than a business founded on friendship.”*

*John D. Rockefeller*

## Cashing in With Private Label Software

In the case of private label software products, the core technology of the product can be created and owned by another person or company, but resellers can place his brand and have the software tailor-made by utilizing layout and color schemes, logos, languages and other options that can be configured to make the software look like it was created by the reseller. In addition, the reseller can choose the name of the program and company, and the website to be associated with the software.

The makers of the software will offer the reseller full resell rights to the branded version of the product, with the understanding that sales choices will not be interfered upon, and royalties will not be collected, which will enable the reseller to establish his own price for the software and pocket all the profits.

Also, in the deal between the creator of the software and the reseller, a demo version of the product, along with the full version, can be provided. This demo version can be distributed by the reseller without any hindrance. The benefits of having a demo version is that the traffic to the web site of the reseller will increase each time the demo is downloaded.

*Most people who sit around waiting for their ship to come in often find it is a hardship.*

*John Mason*

Usually, there are two levels of private labeling or branding offered for resellers: first is the tests and surveys that the reseller will manage and implement, and second, the technology and application that permits the reseller to author and host the tests and surveys.

When it comes to transferring the ownership of the software, the following may be provided by the software's creator: documentation of the transaction and a special URL for each software title purchased by the reseller. This URL is provided so that resellers can dispense it to others top verify the ownership of the software.

Software is only one among the many products that can be offered under private labels. A reseller with great marketing savvy can profit greatly from venturing into Private Label Rights product. What they have to do is to choose the right product that they can improve on and market in order for them to rake in the profits.

*“I’ve been blessed to find people who are smarter than I am, and they help me to execute the vision I have.”*

*Russell Simmons*

*“Logic will get you from A to B. Imagination will take you everywhere.”*

*Albert Einstein*

# **Making Maximum Profits From Private Label Products**

As the guide draws to a close end and nears publication, here are guidelines on how to maximize your usage and profits from Private Label Rights, overall:

## **1. Offer PLR articles as free bonuses.**

This will increase your products' perceived value and encourage prospects purchase your products.

## **2. Offer PLR articles as bonuses for opt-in list.**

It will entice visitors to sign up for your email list.

## **3. Create your very own original info-products.**

Modify or rewrite the material so to create a completely different work, include yourself as the author.

## **4. Create and then trade your content with different websites.**

Affix your byline or resource box and then trade them with many high traffic sites.

## **5. Make promotional content for your “affiliates”.**

With your byline or resource box, permit your “affiliates” to incorporate their “affiliate link” to your articles.

## **6. Construct whole new original info-products then sell also resell rights.**

Almost all PLR packages are controlled to only a certain quantity of buyers; so there is no worry that 'your' material will show up 3 million times over on Google.

Having the authority to rewrite, modify or alter the PLR indicate that your work is entirely different from everyone else's who purchases and repackages that same material.

**Tip:** Before purchasing any PLR package, you must read carefully the terms and make certain that you will have authority to rewrite, alter, delete or cut the content in whatever way you want it and affix your name unto your new article.

*“I find that when you have a real interest in life and a curious life, that sleep is not the most important thing.”*

*Martha Stewart*

*As we look ahead into the next century, leaders will be those who empower others.”*

*Bill Gates*

*“Capital isn't scarce; vision is.”*

*Sam Walton*

## Hire a Coach!

The absolute best piece of advice I can ever give you is to hire a personal coach. Whether it be myself or someone else who knows how to make money online. Hiring a coach can save you thousands of dollars; hundreds of hours in avoided mistakes, and get you to your goals much faster. I honestly feel investing in a coach is one of the best investments you can make, and essential to anyone's success online.

I have a few coaches I currently work with now. If you enjoy helping others you can become a coach as well, I can teach you how.

The truth is... Almost ALL Coaches have Coaches too. We stick together. Once you are making money online you can show others how to do it. Someone is always paying someone to help him or her grow his or her business. It is the circle of Internet Success. If you're not in an Inner Circle then you're missing out.

When hiring a coach make sure they are someone who CAN back up what they teach.

Good coaching will always be cost effective, and should make you money with proper effort in time. Anyone that sticks with me in my coaching program will make money if they apply what they learn.

I can teach you how to stay focused, motivated, and become successful.

I coach in a few different ways to fit your budget. I offer private email coaching, group coaching, and one-on-one coaching.

I have successfully created products, and developed business models that anyone can copy to reach success.

To learn more see: <http://webgoldmines.com/coaching/>