

# **Private Label Rights**

**"What Are Private Label Rights and  
How Do I Use Them For Maximum Effect"**

**By**

**Michael J. Keenan  
Owner of SitePromotionNow  
<http://www.sitepromotionnow.org>**

**Imagine Building Your Own Website  
In Minutes.**

**Try It Yourself  
FREE For 30 Days.  
YesHomestead!**

**<http://www.yeshomestead.com>**

This ebook may be given away freely  
or resold for your own profit.  
But it cannot be altered or changed in any way.  
Copyright © 2007 by Michael J. Keenan  
All Rights Reserved

## **LEGAL NOTICE**

The Publisher has strived to be as accurate and complete as possible in the creation of this report, 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.

While all attempts have been made to verify information provided in this

publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

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.

You are encouraged to print this book for easy reading.

## **Table of Contents**

- **An Introduction to Private Label Rights**
- **Everyone Wins with Private Label Rights**
- **Cashing in With Private Label Articles**
- **Cashing in With Private Label E-Books**
- **A Quick Final Summary**
- **Brand New Private Label Rights Packages.**

### **An Introduction to Private Label Rights.**

What is the simple meaning of Private Label Rights. Well simply it is a gained permission to transform, reorganize, change, or improve the elements of an acquired private label product for your own benefit.

So for those who are not yet aware of the rewards of using Private Label Rights, here are just 2 simple advantages:

1. It is just the thing for making your name and your business name well known.

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

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

2. It also 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 in a gained product and create a new and near-original work without having any of the difficulty of creating such a product yourself totally from scratch.

## **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 before, then most likely you'd think people were pulling your leg. But all the above are true if you are able 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 rights first.

Resell rights are simply a 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 as 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.

Let's say you were able to acquire Private Label Rights for a particular E-Book.

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 E-Book 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.

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.

## **Cashing in With Private Label Articles.**

Not a lot of people know about PLR articles, much less why they should pay attention to them. Give yourself the edge and find out why you should know all you can about PLR and how you can profit from them in the most efficient and effective way possible.

#### 1. Saves time and effort.

You probably already know how much work and time it will take to write an article. On average, a single 700-word article will take about two hours to compose from scratch. If your intention is to create a website with over 50 pages, then you can see how daunting and time-consuming the task of simply writing content will be. PLR articles will save you this time and effort.

#### 2. All credit goes to you.

You are under no obligation to credit the original author for PLR articles. As such, when you publish them on your website, no outbound links and advertisements will be there to distract your visitor / customer. All links will be focused on your brand and your affiliates.

#### 3. Saves you money.

This point requires a different point from saving time and effort simply because of economics. Hiring writers to create content for your website averages about \$15 per article. If your site were to hold even just 20 articles that you need to update regularly (say every two weeks), you'd see how the bill could add up.

But if you were to acquire PLR for a set of articles, you could save money because of the economics of scale. Articles are bought at bulk and as such it is possible to get your hands on 200 articles for only less than \$30.

#### 4. Editorial freedom.

You don't like how the article is written or the information it is presenting? PLR allows you to change the material right away without needing to ask permission from the writer.

This is also especially useful for optimizing your website for search engines since you can enrich the content with keyword phrases to

improve your rankings in SERPs.

#### 5. Create a brand for yourself.

Today, it's all about distinguishing yourself from the rest. PLR articles allow you to provide content that is both relevant and updated. By doing so you build a reputation with your target audience as an expert. And since people would much rather go with someone they trust, your chances of return visitors increases significantly.

#### 6. Get professional results.

Many of the writers who offer articles with PLR are professionals and have access to the latest information regarding your field of interest. By acquiring the rights from them, you avail yourself of their professional results without having to retain their services regularly.

With one set of PLR articles and some creativity on your part, you can extend the life of the articles to the point where the content has more than paid for itself. So when sourcing out a supplier for PLR articles, ask for sample works to demonstrate the quality of articles you would be purchasing.

Now that you know why you should seriously consider getting PLR articles, here are some ways to get you started on profiting from them.

#### 1. Compile a list or report.

You can consolidate a series of articles of a similar theme and package them as a report or listing of information. While you may think that anyone can do this, you'd be surprised how little of this is done.

Many people don't have the time to read or the willingness to read several articles at different times. Providing them a simplified version of the information they want will be a welcoming offer for your visitors. You can either give away the report for free, sell it as your own product or use it as content on your website.

#### 2. Use PLR content to create a series of small articles.

This is especially useful when producing material for an email campaign. A series is by far, one of the more effective ways to create a

following with your audience.

Give enough to allow them a feel for what you're offering and hint at giving more of the same if they will subscribe to your mailing list. In turn, your emails promote your website by inviting them to visit you on a more regular basis.

### 3. Produce E-Books.

It is very possible for you to take a set of PLR articles and come up with an E-Book, for which you can credit yourself as the author.

Since you have created an entirely new product you could repackage this and sell this with your own resell rights. Just like you, there are people who are looking for material they can use for their own promotion needs so cater to this market as they are increasingly growing in number.

As you can see, using PLR articles are not only effective in providing truly useful content. They are also cost and labor-efficient, which means you can focus more of your time to more important matters, whether they are for business or otherwise.

## **Cashing in With Private Label E-Books.**

Among private label products, one of the most profitable is the E-book. In the past, marketers have purchased resell rights from an e-book author, and resold 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 with no chance of the material being compromised. Plus, many of these e-books contain links to products that the author has interest in. The result is that the seller of the e-book 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.

Recently, however, a new kind of resell rights has increasingly become 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 e-books that are being resold under Private Label Rights are specially commissioned and have ghostwriters as authors. These works are usually basic texts that are 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 e-book that they have 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.

Of course, there are protests regarding the idea of allowing marketers to do whatever they want with written materials. There is the possibility that the market will be flooded with books containing different titles but have basically the same content. This can bring about the loss of consumer confidence in the e-book industry. Another disadvantage is that materials that are distributed in this manner will not be as credible as the books that have a known and respected author associated with them. These kinds of scenarios cannot be easily dismissed and requires consideration.

Marketers should see private label e-books 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 Quick Final Summary.**

Private Label Rights give you the freedom to use the work of others as your very own. You could expand on a product and make it totally unique ...I will stop at this point simply because the options are endless, and I am sure you already have plenty of ideas of your own that you are ready to use right now. You are in complete control when you have private label rights because you have the freedom to do what you like. Are you ready to find unique private label products to call your very own, well here is a complete list of brand new products just made available. Have fun and get ready to create your very own private label success online.

## **Brand New Private Label Rights Packages.**

**Package 1. Is Completely FREE!** Download Instantly With Full Private Label Rights With Included Pre-Built Sales Page. This Is Your Complete Private Label Rights To: The Power Of Goal Setting.

[http://www.sitepromotionnow.org/setting\\_goals.zip](http://www.sitepromotionnow.org/setting_goals.zip)

**Just Added!!!** 3 More FREE Private Label Right Ebooks Packages! Click The Link Below To Access The Download Page Immediately!

[http://www.yeshomestead.com/Free\\_Private\\_Label\\_Right\\_Ebooks.html](http://www.yeshomestead.com/Free_Private_Label_Right_Ebooks.html)

**Package 2.** Discover How YOU Can Have Your Very Own Collection Of Instant Info Products In Profitable Demand... Without Having To Write From Scratch! Grab The COMPLETELY NO RESTRICTION Private Label Rights To 4 Brand New Info Products You Can Call Your Very Own.

[http://www.sitepromotionnow.org/private\\_label\\_rights.html](http://www.sitepromotionnow.org/private_label_rights.html)

Which Includes:

- No Restriction Private Label Rights To: Guide To Ca\$hing In On

eBay.

- No Restriction Private Label Rights To: The Affiliate Marketer's Handbook.
- No Restriction Private Label Rights To: What You Need To Know When Pursuing Wealth.
- No Restriction Private Label Rights To: E-Book Marketing Exposed!

**Package 3.** Grab The NO RESTRICTION Private Label Rights To 4 Brand New Products You Can Call Your Own, DO ANYTHING YOU WANT With Them, And Generate Income From Multiple Profit Centers Selling These Products As Your Own!

[http://www.sitepromotionnow.org/New\\_Private\\_Label\\_Rights.html](http://www.sitepromotionnow.org/New_Private_Label_Rights.html)

Which Includes::

- No Restriction Private Label Rights To: Landing Page Success Guide.
- No Restriction Private Label Rights To: The Golden Rules of Acquiring Wealth.
- No Restriction Private Label Rights To: The Might Of Character Building.
- No Restriction Private Label Rights To: 7 Infamous Resell Rights Questions Answered.

**Package 4.** Grab The NO RESTRICTION Private Label Rights To 4 Brand Spanking New Products You Can DO ANYTHING YOU WANT With Them And Cash In On MULTIPLE Profit Centers Selling These Products in Your Name!

[http://www.sitepromotionnow.org/Private\\_Label\\_Right\\_Ebooks.html](http://www.sitepromotionnow.org/Private_Label_Right_Ebooks.html)

Which Includes::

- No Restriction Private Label Rights To: Recurring Income \$ecret\$.
- No Restriction Private Label Rights To: Search Engine Manifesto.

- No Restriction Private Label Rights To: Traffic Overdrive.
- No Restriction Private Label Rights To: The Self-Improvement Handbook.

**Package 5.** NO RESTRICTION Private Label Rights To 4 Brand Spanking New Products. Discover How YOU, Too Can Have Your Very Own Instant Collection Of BRAND NEW, Smoking Hot Products...without Having To Spend Hundreds Of Dollars Or Weeks Of Writing!

[http://www.sitepromotionnow.org/Brand\\_New\\_Private\\_Label\\_Rights.html](http://www.sitepromotionnow.org/Brand_New_Private_Label_Rights.html)

Which Includes::

- No Restriction Private Label Rights To: Building Influence With Free Membership Sites.
- No Restriction Private Label Rights To: Free Reports Exposed!
- No Restriction Private Label Rights To: List Building Strategies That Really Work.
- No Restriction Private Label Rights To: Winning The Affiliate War.

**Package 6.** "Discover How YOU Can Have Instant Access To Your Very Own Line Of Smoking Hot, In-Demand Products... *Without* Having To Spend Hundreds Of Dollars Or Weeks Of Writing!"

Read On To Learn How You Can DO ABSOLUTELY ANYTHING YOU WANT With 10 Brand Spanking New Products, And Make *Handsome* Profits Selling These Products As Your Own!

[http://www.yeshomestead.com/new\\_private\\_label\\_rights.html](http://www.yeshomestead.com/new_private_label_rights.html)

Which Includes::

- PLR Product #1: The Speed Reading Monster Course
- PLR Product #2: The Spanish Language Speed Learning Course
- PLR Product #3: How To Be A Public Speaking Superstar

- PLR Product #4: Smart Parenting
- PLR Product #5: Powerful Ways To Sharpen Your Memory
- PLR Product #6: Hypnosis Mania
- PLR Product #7: Unleash The Creative New You
- PLR Product #8: Body Language Magic
- PLR Product #9: How To Be An Ace Athlete
- PLR Product #10: Super Tactics Of Time Management Experts

**Package 7.** Take Advantage Of This Unique Offer Now! I'm giving you a one-time-chance to download over 600 unique niche articles with Private Label Rights. You'll receive over 600 high quality articles, each between 400 and 900 words. These cover some of the hottest subjects online...

[http://www.sitepromotionnow.org/Private\\_Label\\_Content.html](http://www.sitepromotionnow.org/Private_Label_Content.html)

Which Includes::

- - Ebook Marketing
- - Web Site Promotion
- - Blogs
- - Opt-In List Building
- - Pay-Per-Click Search Engines
- - Autoresponder Marketing
- - RSS
- - Self Improvement and Personal Development
- - Hobbies
- - Arts
- - Crafts
- - Jewelry
- - Legal Advice
- - Travel
- - Diamonds

- - And much much more...