

Ewen Chia

**#1 INTERNATIONAL
BESTSELLING AUTHOR**



INTERNET BUSINESS



**"Your Own Ready-Made, Turnkey
Internet Businesses...
With Private Label Rights!"**



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"9 Easy Ways To Make A Fortune With Private Label Rights!"

Introduction: What Are "Private Label Rights"?

Private label rights, also called PLR for short, is a licensing agreement that allows a business or individual to place their own name and logo on products or services created by other parties.

Using PLR a merchant can offer customers a whole range of great items without the cost and trouble of developing a single product.

The goods being sold are all branded and labeled with the merchant's name, but they were all manufactured by somebody else.

You've probably bought and used many PLR products before without even knowing it.

If you ever buy your grocery store's brand of cereal, batteries, soup, etc. you're supporting a private label system. The grocer is in the business of setting up and stocking stores, promoting the various goods, and moving everything out the front door as quickly as possible.

Obviously such an operation doesn't have the time or money to also run a cereal mill, battery factory, and so forth on the side! PLR contracts let grocery store chains design their own special packages for selling existing products that are created by the industry's top manufacturers.

In many cases, for example, store brand Ravioli is packaged in the Chef Boyardee factory using a special label that displays the grocer's logo and name.

Simply put, PLR is a very smart way to deliver top notch value to customers and pocket some excellent profits with as little work and monetary investment as possible!

This arrangement makes it possible for an entrepreneur to quickly and easily get behind his or her own product line and start making money much faster than with traditional research and development methods.

Obviously PLR goes beyond offline retail businesses...

For years now savvy Internet marketers have also been leveraging premium private label content to streamline the process of launching and running a lucrative venture.

If you're thinking of starting an online business, or if you've been trying for some time to make money on the Web with no success, **a great PLR source can put you behind the wheel of a 100% complete profit system!**

You'll get an awesome product you can brand as your own, meaning you can literally put your name on it and even choose a new product name if you want.

Plus you'll get a powerful Website that includes templates, graphics, and professional sales copy.

Without a doubt this is the ideal way to break into Internet marketing without going broke or working yourself to death in the process.

A good Private Label Rights operation is preferable to affiliate marketing because you get to be in absolute control of your business. With PLR you don't have to wait for some affiliate manager to pay you at the end of the month; you'll get paid instantly as soon as your customers hit the order button.

In fact you can even run your own affiliate program and have other Internet marketers selling your products for you!

Your PLR business will be exactly like a process you build from the ground up – you'll have a product, a Website, the whole shebang!

There is, however, one critical difference between a private label operation and an enterprise you create totally from scratch: With PLR you could be up and running in 24 hours or less, whereas the "old fashioned" way of building everything yourself could take months!

It takes LOTS of time and attention to...

1. Come up with winning product ideas.
2. Research a potential market for viability.
3. Develop all aspects of a product or service.
4. Create marketing materials for your product.
5. Develop your delivery and support method.

Then there's the money you have to lay down up front.

You can easily shell out thousands of dollars to have an original product developed, plus the cost of your Website design and sales letter.

And there's absolutely no guarantee the business you build in this manner will even work out. Moreover, let's face it: When crafting your own product it's important that you actually know quite a bit about the subject matter at hand.

You can't fake real knowledge and expect your customers to not notice!

None of these problems exist if you find a reliable PLR source to work with.

A professional private label supplier understands the finer points of marketing online, and they know exactly what YOU need in a product and Website system. When you hook up with a worthy PLR broker, you will:

1. **Save thousands of dollars in product and Website development.**
2. **Save hundreds of hours in market research.**
3. **Get instant access to Website design and sales copy that works.**
4. **Be able to simply plug right into a complete, ready to roll system.**

Quality private label rights vendors have thoroughly researched the marketplace before lifting a finger to develop new product ideas.

They also employ an entire staff of highly trained professional Web designers, writers, and software techs so your Website and product will be top-of-the-line awesome.

Best of all, by the time you take control of your new PLR program all the pieces of the puzzle have been seamlessly assembled so you can literally add your name, upload the files, and start promoting. It just doesn't get any easier 😊

So unless you have a big budget, tons of creative skill (Web design, copywriting, software development, etc.) and happen to be an expert in the areas handled by your potential products, building your own show from the ground up is **RISKY BUSINESS.**

Quite honestly Private Label Rights is the most viable, sensible, and likely to be profitable model available to Internet entrepreneurs with no prior success and little experience or startup cash.

Of course you need to know a little about *how to* leverage a good PLR opportunity before you can enjoy substantial profits using this method.

That's exactly what the rest of this report is about. Keep reading to discover the **10 top tactics for putting money in the bank using quality PLR material!**

Enjoy,

Ewen Chia

Tip #1: Use PLR To Build A Massive Mailing List Fast

A good private label rights product can be turned into a fabulous free gift for enticing subscribers to join your mailing list.

Many people will try to sell their PLR items for a fast profit up front, which is totally fine, but you can deliver some great instant value by packaging your premium private label items as an opt-in gift.

For instance if you want to build a lucrative Ezine in the herbal remedies sector, you could acquire rights to an e-book or audio tutorial on choosing the right herbal teas for a variety of specific treatments.

You could then put together a short offer page that provides a bullet list of how readers will benefit tremendously from your free gift, being sure to mention that other marketers are selling this same item for \$x.

People interested in the subject matter will be more than happy to sign up for your list in order to get their download link.

Once you have subscribers on your list you can offer them additional PLR items as paid products. In fact you could use the herbal tea PDF as your gift and then pitch the audio tutorial right from your thank you page for the low price of \$7.

This method of selling a tie-in product immediately after your prospect registers for your list is highly effective and will produce passive cash flow from your list-building promotions.

Since a good PLR vendor will provide you with more than one quality package, you lose nothing by giving your first product away. And you gain the trust and appreciation of targeted readers, which can be priceless in the long run.

Building your own list is *the key to making money online*. When you have a database of people willing to read your emails the sky is the limit in terms of how much you can make through follow-up promotions.

Therefore this is one of the most powerful ways to leverage a solid PLR product.

Note: [You can also click here to check out “Optin Profits” and discover exactly how to build your HUGE list of subscribers fast!](#)

Tip #2: Use PLR As Bonuses For Affiliate Promotions

Another super easy way to convert good PLR material into cash is to use a suite of e-books, audio/video, software, and so forth to create your own custom bonus for use with affiliate promotions.

Especially if you're promoting a new launch, odds are your customers are being offered the same affiliate product by multiple other marketers.

With a slick looking stack of bonus products you can easily set yourself apart from the other promoting affiliates.

Take the time to select PLR items that tie in closely to the affiliate product you're promoting. And put everything together on a cool little "special bonus" Web page.

Then just tell your customers how to collect their goodies, i.e. forward their payment receipt to your support email and then wait for you to send the download page.

Bonus packages are proven to increase affiliate conversions many times over. Sometimes a nice gesture is all you need to tip a prospect past the buying point. If your PLR stack is exceptionally nice you can expect an even greater spike in response rates.

Tip #3: Use PLR To Create Your Own Membership Site

The membership site model remains one of the most lucrative ways to operate a business on the Web.

Using quality PLR material you could easily lay the foundation for an entire membership service and keep your users supplied with useful information month after month.

Member communities exist around all manner of topics. You could launch a member site for newbie bloggers, weight watchers, health buffs, Webmasters who want new traffic ideas, or any number of other specific groups.

A single PLR e-book could be divided into several months worth of lessons and articles.

You could charge a low monthly rate to create passive, recurring cash flow. Or you could offer free access to the PDF content and then sell audios and software within the member's area.

There are literally dozens of ways to profit from a simple membership site.

You can offer new paid items every time your members login, set up a forum to build relationships and network, and of course run a member newsletter that sales ad space and supports affiliate promotions.

A good handful of top-notch private label products could serve as the building blocks and lifeblood of your member system.

Tip #4: Use PLR To Fuel Your Own Affiliate Program

Big players in the Internet marketing game have learned to let other people do most of the selling for them.

With an army of affiliates you can concentrate on writing promotional materials and adding new products to your system and allow your sales force to do all the advertising and selling for you.

Remember your PLR items will be 100% yours. You'll totally OWN these products so you can easily set up a simple affiliate program and make it easy for other marketers to sell one or all of your products for a reasonable commission.

A little creativity will go a long way here.

Offering multiple products is a great start, and you could even add a 2-tier system that encourages affiliates to recruit other salespeople on your behalf.

In this way you could pay participants 10% commission on the sales made by their referrals. Sure you'll be giving away most of the revenue, but since you don't have to work for your sales it will be totally worth it.

Monthly affiliate contests with cool prizes like Amazon gift certificates and Napster download credits will compel your affiliate team to work even harder, resulting in more cash in your pocket!

These are only a few basic ideas to consider regarding how to run a successful affiliate program.

Once you have a method for tracking sales and calculating commission you'll be all set to **recruit professional affiliates as your joint promotional partners**.

Set up a special affiliate level that pays these guys and gals even more commission and offer them bigger and better prizes from your contests.

Nobody has to know your affiliate system is based on PLR items; as long as the products are quality people will be more than happy to promote them for solid commissions.

Tip #5: Use PLR To Build A Content Network

The majority of Internet users are seeking quality content, or information.

Whether they need to solve a problem, research a major purchase, or just want some entertainment, content is and will always be the main reason people surf the Web.

With this in mind you could build your own network of content sites using the PLR material you acquire.

Search optimized blogs that rely on AdSense, ClickBank, Amazon, and other income streams do very well as passive cash generators.

Or you could take things to the next level and set up your own article directory or social media service, using PLR as your base.

What matters here is value and meaningful information.

As long as your site visitors can get info that genuinely helps them you'll do very well with a content-based enterprise.

Tip #6: Assemble A Complete Home Study Course

Most people only use PLR content in the same basic form as they purchased it.

In other words a Webmaster who buys a private label e-book about safely losing 8 pounds in a week is most likely to put their name on the e-book and sell it as-is.

This is a very smart way to save time and make money, but it's only one method.

A slightly more creative approach is to turn the same e-book into 8-10 printed lessons that fit into a ring binder workbook.

Then acquire another set of e-books on the same area of knowledge and convert this content into supporting booklets and materials.

Add some photos, place your company logo on the binder and booklet covers, dress it all up with a nice introduction you write yourself, and **you've got yourself a complete home study course that can sell for \$300 or more!**

Think I'm joking? Go to your favorite search engine right now and type "home study courses", or "distance learning" and click a couple of the results links.

You'll find many programs that offer courses like the package I described above, and the price tags on these sites will range from \$200 to \$700!

In addition to putting some real money in the bank, your own home study course means instant recognition in your industry.

This is a fantastic way to position yourself as an authority and gain the respect of your target customers and your peers in the marketplace.

Tip #7: Use PLR To Develop A Paid E-course

Another very strong business model, and one that very few people take advantage of, is a paid e-course.

Who says you always have to give people free email courses?

You definitely can and should charge good money for quality information that teaches valuable skills and helps your students solve real-world problems.

More people than you might expect are willing, even happy, to pay for a good e-course. You can teach email courses on any range of topics. And by adding a little personal attention and coaching you'll easily justify a premium price tag.

A short, five-day course might sell for just \$50; this is an awesome bargain. On the other hand, a four-week email class could easily be promoted for several hundred dollars.

In fact quite a few online marketers have sold email courses for thousands of dollars! Don't limit yourself. Always base your price on the value and benefits you're delivering, and be proud to offer your paid e-course.

Using some good PLR source material all you'll need to do is break up a few reports or an e-book into individual lessons.

You can give your customers tons of value by making each chapter a complete lesson. Just sign your name, package everything neatly, and you're ready to go with an exciting high-end digital product.

Tip #8: Publish Your Own Print Book From PLR Source

Have you ever thought about how cool it would be to have your own book in print? As a published author you could pretty much write your own ticket in terms of breaking into new markets and lining up cross promotional partners.

Our society pays an enormous amount of respect to authors, and people with their own books tend to sit at the top of their industry.

You can self publish a book for as little as a few hundred bucks. Just find a quality PLR e-book that aligns with your business and use this as the base. You may need to select 2-3 e-books depending on length and content needs.

The fact that other people will be using the same e-books online does nothing to detract from your agenda. The printed version you come up with will of course be tweaked a bit, either by you or by a ghost writer you hire.

You don't need to worry about becoming a best-selling author here; your goal is to end up with an unmistakable symbol that tells people you are the real deal!

Naturally you can enhance the PLR content as much as you like before submitting your book for publishing.

Using a quality private label foundation will allow you to polish off an entire manuscript in a matter of days, rather than spending months writing your book from scratch!

Tip #9: Converting PLR To New Media

When you acquire private label rights to an information product, you typically have legal authority to use this content however you like. This is an important consideration most people totally overlook.

In other words once you have the core information from a report or e-book, you can leverage this base to produce any number of superb multi-media presentations!

It doesn't take much to turn a PLR e-book into a nice audio book. Since audio media can easily be sold at a higher price, this simple step can compound your profits significantly.

Hire a graphic artist or put together a nice PowerPoint show and you could even generate a complete set of video tutorials from the same e-book.

This media could then be leveraged within a membership program, as a great upsell, or as a stand-alone information product.

Again, DO NOT limit yourself. Your PLR content can be used in a wonderful variety of ways, so use your head to come up with a few very cool product concepts and then make it happen.

I'll share a secret with you:

Not long ago a very popular Internet marketer made a small fortune selling his own video tutorial course. **The entire program was built using a series of PLR e-books he bought for less than \$50!**

You could do the same thing with the right product and a good angle.

Where To Find QUALITY PLR Content

Now that you know how great PLR is and you understand all the different ways to make money with this kind arrangement, the obvious question arises:

Where can you get your hands on some really terrific private label content?

One thing's for sure; you'll have no trouble finding recycled and second-rate PLR promotions all over the Web.

This is the one sad drawback to promoting PLR. Because of all the extremely poor quality services out there, people have become somewhat jaded about the possibilities of private label businesses.

The good news is, most of these substandard PLR providers don't stay online long. After a while their customers figure it all out.

Nobody wants to keep paying for stuff that's pretty much worthless, and so poorly run private label brokers end up going out of business.

One critical reason for the low level of quality found in the average PLR service is, the owners aren't actually experienced in Internet marketing! I know this sounds a little crazy, but it's too often the case.

What you need is a PLR system built by someone with real-world success as an online entrepreneur.

I can help with that since I've made an awesome living as a full-time Internet marketer for many years now.

Furthermore, you don't need a limited service that just gives you one or two pieces of a business and expects you to build the rest on your own.

You need a program that gives you **EVERYTHING** - the product, the Website, the promo material – so you can just plug in and start earning.

With this in mind you should click over to [Private Label Internet Business](#) right now. I put this premium community together to proudly serve serious entrepreneurs like you who want nothing but the best for your business.



[Click Here To Secure Your Spot Now Before It Sells Out!](#)

The term “business in a box” gets kicked around a lot these days, but I can't think of a better way to capture the essence of what my service offers.

I've based the entire concept on my personal experience.

I thought back to what it was like when I got started online, and I made sure these private label Internet businesses have all the working parts and ingredients you'll need to launch directly into a successful marketing campaign.

Think about this for a minute...

What if you could make a fresh, effective start **right now**, as in this very minute?

If you could instantly cut out all the clutter you don't really need and get access to only the elements you truly need for a successful Internet marketing business, wouldn't you jump on it?

It doesn't matter if you just started looking for an opportunity this morning or if you've been banging your head against the wall for three years, with the kind of complete system I want to drop right in your lap today you'll be in the perfect position for real success.

How exciting will it be to ***actually see those first orders coming in*** as people line up to order your attractive new products from your fully functional and professionally built Website?

Take action now and let's make success a reality for you. FINALLY here's a chance to be in the right place at the right time.

My team and I have already handled all the heavy lifting, so all you need to do is sit down behind the steering wheel, decide which way to go, and step on the gas!

[I look forward to seeing you on the other side!](#)

Ewen Chia