

EWEN CHIA'S

INTERNET MILLIONAIRE SYSTEM™



Module #2: Buying Products

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Introduction

In the previous lesson, I gave you an overview of the entire *Internet Millionaire System*. The main characteristic of that system is that you won't start as an affiliate marketer—you'll start as a reprint rights marketer.

But now I have to answer probably the most important question you have...

"Where can I get this great reprint rights material?!"

That's really the linchpin of the entire system. If you can't find good stuff to sell, you'll be dead in the water, much like an affiliate marketer who can't find good products to promote.

In this lesson, I'm going to show you where to find products. You won't have to wonder where to look anymore.

Next, I'm going to tell you exactly what you need to look for in reprint rights products so you can avoid buying junk. And I'll show you how to buy smart so you can save yourself lots of work later.

Then I'll show you how to prepare a product to sell. It won't take you months, probably not even weeks. I'm talking about days, or maybe only hours. If you thought you had to sweat to make money on the Internet, I hope to cool you off a bit!

Finally, I'm going to show you how to generate profits as quickly as possible, sometimes within 24 hours. This system isn't a "get rich quick" scheme, but it's not slow either.

As I said before, selling your own branded material is the key to long-term success on the Internet.

By the time you're done with this lesson, you'll know exactly how to create your own products that will not only make money for you soon, but also will help you build your own brand.

Read on!

Ewen Chia

1.0 Step 1: Find Product Candidates

Creating your own product from reprint rights material isn't hard, but you have to find good core material to start with. I'll tell you how to evaluate what you find in the next step, but for now, I'm going to focus on where to find good product candidates.

1.1 Where To Look

You want to find high-quality reprint rights material. Google can certainly help you (search for "reprint rights product" or "plr product"), but I'm going to give you some specific places that I know are top-notch.

Before I get to that, though, I need to address a more general topic.

Should you get your reprint rights material as a one-shot deal, or should you sign up for a membership site that gives you new material monthly?

There's really no single right or wrong answer to that question, but there are pros and cons of each approach that you should be aware of.

1.1.1 Individual Sourcing Pros and Cons

Here's the good side to buying one-off, or at least irregularly scheduled reprint rights material:

- **Quality might be very high.** If a person is offering a single reprint rights product, odds are good that he put a lot of time and effort into it. Either he was trying to make it a great product from scratch to attract lots of buyers, or it's based on a product of his own that he's now selling rights to (and he probably put solid work into creating his own product).
- **Distribution might be limited.** It's reasonable to assume that not everybody will find this source. That might reduce the market saturation for the material, and give you a better shot at being unique when you use it.
- **You might be able to get a deal.** If this isn't a "product factory" churning out multiple products (and don't get me wrong, those products can be good), you might be able to negotiate the price.

I've bought some great stuff this way, so it's a fine approach to use. But here's the downside:

- **Limited supply.** A person selling an individual reprint rights product is obviously a limited supplier. He's offering one product (or perhaps several products), but if it's good, when will be able to get another one? It can be tough to manage a business if you don't know when your product material will be available.
- **The price could be higher.** If somebody's selling rights to a personal product he created, expect to pay more. And if somebody's creating a reprint rights product from scratch, but doesn't have a staff to do it, expect to pay more for the effort involved. That's just the way it is.
- **Quality can be iffy.** This might seem strange to say, since I told you the quality could be very high, but the opposite might be true as well. Since your source isn't necessarily known as a regular producer of reprint rights material, you're taking a bit of a chance.

Notice that several of the upside and downside factors are qualified, meaning they might be true, or they might not. Nothing's absolutely certain in business, and a reprint rights business is the same way. Whether the pros outweigh the cons in a given situation is up to you. I'll give you some things to look for later, in Step 2.

1.1.2 Membership Site Sourcing Pros and Cons

The alternative is to source your reprint rights material from a membership site that offers new material every month (or every week, or every two months...whatever the case may be).

Here's the upside to this approach:

- **Quality is easier to know.** There will be testimonials from other people about whether the quality is any good (and you can probably figure out how to contact those people to confirm the testimonials). These sites also typically offer samples so you can judge the quality for yourself.
- **The price is usually a good deal.** Reprint rights membership sites don't usually charge hundreds of dollars a month. I'll show you some great sources that don't crack \$50 a month, and many are less than that. When you think about what you'd have to pay ghostwriters and copywriters to produce this stuff for you, this is a steal.

- **You can usually get product packages.** This means you'll not only get PLR ebook, for example, but you'll also get a sales page for it, and other stuff like an autoresponder series. The details of the packages vary, but they're frequently available.

But for all the convenience, there are a couple downsides to keep in mind:

- **The market can get saturated.** Unless the site restricts the number of licenses available, it's possible that 3,000 of your closest friends could be offering the same product you are! But this really isn't a big worry, since most buyers of reprint rights (I'm talking about 90%+) never do a thing with it. So if 3,000 people buy, maybe only 150-300 people will ever use it.
- **What you get is what you get.** The products and packages these sites offer are what they offer, period. They come as-is. There's probably no chance at customization.

In the end, you'll probably end up using both types of sources for your reprint rights products. You'll buy some one-off material when you have a specific need, or when a good deal comes along, and you'll buy regular material from a membership site to fill out your product library.

Now I'll show you specifically where to find great material.

1.2 Reprint Rights Sources

There are literally hundreds (if not thousands) of sources for reprint right material online. I can't show you all of them, or you'd be reading for months. But I can show you a few that I know are solid. These should keep you supplied for a long time.

1.2.1 SureFireWealth

[SureFireWealth](#) is a great source for free and paid material.

Your initial membership is free, and you can sign up at the **Free Registration** link on the left side of the home page:



Inside the free members area (you'll find it at **Free Members->Downloads**) you can look through what's there, or you can search the product library with keywords to find what you're looking for:

Free Downloads - All Members

Free ebook, reports, software downloads and other products with reviews related to online business, internet marketing and various niche topics. Some downloads and resources include giveaway rights.

Search Products

Product Search

-- Select Reviewer -- Go

-- Select Reviewer -- Go

Title: -- Select Title --

Author: -- Select Author --

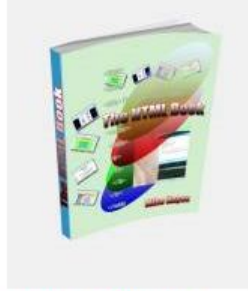
Category: All

Keywords:

Resell Rights Available: -- Select Product Rights --

Search Product

You'll see a set of individual product listings that look something like this:



[Click Here to Download](#)

The HTML Mini-Course

By Mike Hayes

Provided By Mike Hayes

Product Rights:

Includes Resell Rights

[Click Here](#) to Download the
Reseller Package

Average Member Review

[Rate This Product](#)

[Click Here to Write a Review](#)

New for 2009!

This book is an introduction to HTML for those considering programming their own web presence. This is a good place for a newbie to begin.

Learn with HTML how to:

- * manipulate text
 - * code lists
 - * position images
 - * make tables
 - * code links
 - * handle forms
- Plus much more...

This is a Free Member download.

How did you like this product?
Post your review and rate this product.

Each listing includes information about the product, including the title and the creator's name. You'll also see what rights come with the product. That could be resell rights, master resell rights or private label rights.

Not all of the free material at [SureFireWealth](#) is excellent, but you can download it and check it out without paying anything. If you want to increase your chances of getting the best stuff, you can upgrade to the Silver or Gold membership, which is where you'll find superb products submitted by some big name marketers.

1.2.2 PLRWholesaler


This is another place where you can get some very good free material. It's called [PLRWholesaler](#). You can see a preview of what's inside on the squeeze page:

IMPORTANT: For A Very Limited Time Only, You Can...

"Gain Free Lifetime Access To A HUGE, Ever-Growing Package of Hand-Picked, Hard-to-Find QUALITY Private Label Rights Products That You Can Put To Work For You Immediately!"

You'll Get Free Instant Access To:

- * Unique Software - Affiliate Track!
- * 9800+ Articles with Private Label Rights (PLR)
- * 56+ Ebooks with Private Label Rights (PLR)
- * Video Tutorials with Private Label Rights
- * Audios with Private Label Rights
- * Software with Source Code Rights
- * Business Public Domain Ebooks
- * Top Quality Affiliate Minisites
- * Squeeze Page Templates
- * Niche Wordpress Themes
- * Photoshop Header Templates
- * 100+ Internet Marketing Training Videos
- * **Free Lifetime Upgrades!**




Enter Your Primary Email Address Below Now To Claim Your FREE Lifetime Membership - While It's Still Available...

To grab your free membership right now, simply fill in the subscription form below with your primary email address then click the "Free Instant Access!" button.

Type In Your Email Address:

Free Instant Access!

 **SECURE & CONFIDENTIAL**
Your email address will NEVER be rented, traded or sold. WE GUARANTEE YOUR CONFIDENTIALITY.
We hate spam as much as you do.

Notice that you'll get free access to almost 60 free PLR ebooks, almost 10,000 PLR articles (which you can assemble into ebooks, as I'll talk about in a later lesson), audios, videos and software.

Your lifetime membership is free, and you'll get access to the material as soon as you confirm your email address and fill out the simple sign-up form. Inside you'll find all of the free stuff you get:

New Products

100 Niche Articles with Private Label Rights
[Click Here To Download](#)

Online SEO Blogger WordPress Template with Private Label Rights
[Click Here To Download](#)

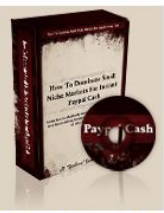
5 Clean Website Templates (HTML, Joomla, Wordpress) with Master Resell Rights
[Click Here To Download](#)

WebLinker Pro Software with Master Resell Rights
[Click Here To Download](#)

Poll Buzz Software with Master Resell Rights
[Click Here To Download](#)

100 Niche Articles with Private Label Rights
[Click Here To Download](#)

100 Niche Articles with Private Label Rights
[Click Here To Download](#)



[Mafioso Marketing w/Resell Rights!!](#)



As you log in for the first time, you'll also see a couple one-time offers that really worth a hard look. He's offering a huge set of material for pennies, so be sure to check those out.

1.2.3 Nicheology

[Nicheology](#) is one of the best sources for PLR content I've ever found:



Paul Evans has made a reputation for himself by offering excellent material, and this monthly membership site is no exception. The material is great, and you'll get fresh stuff every single month for the \$47 fee (as I'm writing this). Here's a brief description of the monthly package:

As a Charter Member, I'll receive:

- Two (2) Completed Niche Products In the Rough™ Each and Every Month (\$1800 Value Per Month!) Plus the entire archive (\$97,200)
- Two (2) "Niche Product Profiles" Each Month Matching the PITRs (\$97 x 2 = \$194 Value Per Month!) Plus the entire archive
- Four (4) Additional "Niche Product Profiles" Each Month (\$97 x 4 = \$388 Value Per Month!) Plus the entire archive
- Full Access to the Ever-Growing Niche Marketing Training Center (\$297 Value Per Month!) Plus the entire archive
- Full Access to the Additional PLR Product Area (\$197 Value Per Month!) Plus the entire archive
- Full Access to the Profit Strategies Training (\$97 Value Per Month!) Plus the entire archive
- Full Access to the Niche S.Y.S.T.E.M. Training (\$97 Value Per Month!) Plus the entire archive
- Website Case Studies (\$297 Value Per Month!) Plus the entire archive
- Full Access to the MindMaps Area (\$97 Value Per Month!) Plus the entire archive
- Full Access to the Tutorials Area (\$297 Value Per Month!) Plus the entire archive
- Three (3) New Unrestricted Private Label Rights Products a Month (\$97 Value Per Month!) Plus the entire archive

You'll get professionally created new content every month, but you'll also get access to the entire content archive. This is easily worth hundreds of thousands of dollars—yes, that's what you'd have to pay to have a writer create all of this the material for you.

In particular, you'll get three new PLR products every single month. After a few months, you'll have enough material to make money with for years.

Not only that, but you'll also get Products In the Rough™, which require more work to get ready to sell, but pretty much guarantee you'll have a unique product to offer.

Overall, [Nicheology](#) is one of the best values out there.

1.2.4 Infogoround

[Infogoround](#) is another great place to get PLR content, and at only \$25 a month you can't beat the price.

The banner features the Infogoround.com logo on the left, a photo of three smiling people in the center, and the text 'The King of Content!' on the right. Below the logo is the website URL 'www.InfoGoRound.com'. A navigation bar contains links for Home, Join, Members, Affiliates, Contact, and FAQ. A small note states 'InfoGoRound.com is Patent Pending.' The main headline reads: 'Your all-in-one *private label* content provider... "How To Start Your Own Online Or Off-Line Publishing Empire With All The Private Label Articles & Products You'll Ever Need... For Little Or Even NO Cost!"'. At the bottom, it says 'You're just a few easy clicks away from gaining instant access to an AMAZING resource that will enable you to launch an online...'.

They have a huge library of PLR articles you can use however you want, which includes assembling them into killer products. What really sets [infogoround](http://infogoround.com) apart, though, is their packages. Here's a brief description of what's included:

- You'll get two new (2) PLR packages every month
- Package 1 is a professionally written ebook of 40-100 pages in a hot niche
- Package 2 is a public domain ebook of 50-200+ pages in a hot niche (and yes, you can edit this easily)
- You'll get a professionally written sales letter for each product
- You'll get a set of professional graphics for each package (a header/footer, an ecover the book, an order button and a background image)

That's like getting two new businesses in a box every month.

1.2.5 SuperAffiliates

[SuperAffiliates](#) is one of the most ambitious projects I've ever put together. I really poured my experience into this one. I call it my [SuperAffiliates Inner Circle Club](#), and it's a huge package.

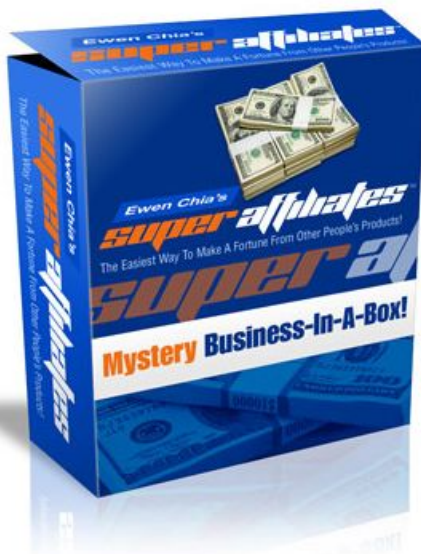
But wait a minute, didn't I tell you in Lesson 1 that you're not going to focus on being an affiliate first? Yes, and I meant it. But even though your focusing on building a reprint rights business, SuperAffiliates gives you tools you need.

In particular, I'm going to give you two things that will save you a ton of work, and help you make good money fast.

First, I'm going to give you an instant business in a box every single month:



MODULE #5: SUPER AFFILIATES™ MYSTERY INSTANT BUSINESS-IN-A-BOX (\$347 Per Month Value)



That's right, every month you'll be handed an incredible **MYSTERY "business-in-a-box"** that you can instantly plug-in and profit from!

You can use this to launch a **brand new super affiliate business** in a new market, to create reports from or anything you want literally.

I can't reveal the full details here as **ONLY members** will get the insider info on this...including the hottest niches available today...but I can tell you that this is a **turnkey business-in-a-box solution** that will let you **enter new markets at lightning speed** - anytime you want.

This truly is a turnkey business. Yes, the focus is on making money as an affiliate, but the point here is that you're essentially getting PLR material to do it with. That means you'll have your own product to offer, and it has multiple

affiliate income streams built in (that's precisely what I recommend you do, as you'll see in a later lesson). The package includes:

- A 20+ page special report you can customize and rebrand as your own
- An exclusive high-converting squeeze page
- 10 "long tail" keyword articles on the report topic
- 10 PPC ads you can use for Adwords (or elsewhere)
- 5 forum signature files you can use when you post in forums
- Recommended affiliate programs to profit from
- Instant autoresponder email campaigns
- Full professional graphics with PSD files

Second, I'm going to give you a pile of new, high-quality reprint rights material every month.

**MODULE #6: 100% PROFITS PRIVATE LABEL RIGHTS/
RESALE PRODUCTS (\$300 Per Month Value)**

This is a new module I've added on just for you. Each month you'll get at least **\$300** worth of either **private label rights** or **resale rights products** you can sell for **100% profits**.

I buy these every month and figured I'll pass them to you so you can benefit from them, and **save you money** - because you don't have to buy them yourself!

You'll see the full details in your member's area and...

This ONE module alone will be worth your investment...

[I'm Clicking Here To Start Immediately!](#)

You'll get at least \$300 of new PLR and resale rights material every single month. This will save you a tone of time looking around for great stuff—I've already found it!

1.3 But Finding Material Is Only Step 1

You need to find material that might meet your needs...but you need to be sure it's great. Grabbing a bunch of sub-par stuff and stashing it on your hard drive won't do you any good.

In the next step, I'll show you how to analyze the material you see out there. Once I've walked through this, you'll understand why the resources I've told you about in Step 1 are so good.

2.0 Step 2: Do Your Due Diligence

As you're investigating an investment opportunity, you need to put in what's called your due diligence. That means you need to determine if the opportunity is really a good deal.

When it comes to reprint rights products, you need to determine if the products are worth the money and/or time you spend on them. This isn't hard to do. There are five things you need to think about. Let me walk through those so you know what to do.

2.1 Price

You need to determine if you're paying a "good" price for what you're getting.

In general, PLR material is almost always a better deal than have a product created by a ghostwriter or copywriter. The math proves it.

Let's say you want a 50-page ebook on a niche topic, and that you find a highly recommended writer willing to do it for \$25 per page (that's actually a very good deal for a highly recommended writer). That ebook will cost you \$1,250.

But a PLR ebook on the same topic might cost you \$50 total, or perhaps you'll get the ebook as part of your monthly membership at [Surefire Wealth](#). In other words, the savings is nearly 100 percent versus the cost of paying a writer.

So comparing the price of a custom ebook to a PLR ebook, then, doesn't help you much. How do you know that ebook you got as part of your \$47 membership fee is worth the money?

There's no hard and fast rule, but here's a simple guideline to use:

If PLR material sells for a price less than what you can make in profit on 5-10 sales of the product, it's probably a very good deal.

Why 5-10 sales? Because if you can't sell that small number of copies, there's probably not a market there at all.

So if you buy a PLR ebook for \$50, and you can sell it for \$37 per copy, five sales will get you \$185...and it's probably a good deal.

But what about more expensive PLR? Remember I mentioned that you'll probably pay more for a one-off product created by an individual. That's no problem to analyze if you use the guideline.

Suppose you pay \$197 for a PLR ebook, and you can sell it \$37 a copy. Six sales will recoup your cost. Good deal.

Suppose you pay \$797 for an extremely high-quality and comprehensive PLR package, which you can sell at \$97. That's still a good deal, because you recoup your cost after nine sales.

But let's say you pay \$797 for that package, but you can only sell it for \$37. Not such a great deal, because you'll need 22 sales to cover your cost.

How many copies you can sell and at what price depends on your market. It's a judgment call for you. But in general, the lower cost of the PLR you buy, the easier it is to cover your cost.

2.2 Quality

Another consideration is the quality of the material. Why didn't I put this first? Because nobody you sell it to can know the quality of the material before they buy it. What you're more concerned with is the return rate.

If you sell a junky product, you're going to get lots of refund requests. That will kill your profits.

Quality is a subjective thing, but here are some characteristics you're looking for:

- **Is the product attractive?** This is especially true for products you can't change (like resale rights products). Are the graphics nice? Is the ebook formatted well? Does the PLR sales page look professional? If the product looks good, its perceived value will be higher, and you won't have to do as much work to "pretty it up" before you can sell it.
- **Is the writing easy to read?** Does your ebook sound like a native speaker wrote it? If it sounds like somebody can't speak the language (most material sold online is in English), people are going to ask for refunds.
- **Is the writing good?** This is different from being easy to read, although good writing usually is easier and more enjoyable to read. What I'm talking

about here is this—is the book (or report, or sales copy) written well? Does it flow nicely? Is it genuinely helpful?

- **Is it complete?** Is all of the material there (no paragraphs cutting off in the middle, etc.)? Do the links inside work?

That's not an exhaustive list, but those are the basics you need. You know a good product when you see it, so be a little critical and hold your reprint rights material to that standard. You don't need perfection, but you do need good.

2.3 Terms Of Service

What can you do with the product?

There are some reprint rights sites that try to overwhelm buyers with volume, but that means they're less selective about the stuff they include. That might mean the quality is lower (often true), but even more importantly, they might include products that you can't easily reuse. PLR is a common offender

Some PLR packages are restricted—you can't use them in membership sites, or you can't edit this or that part of the product, or you can't give it away, or you can't split things up. Those kinds of products are extremely difficult to use well.

You'll need to check the terms of service to be sure you won't get stuck with lemons like that.

If you're buying a reprint rights product from an individual, you can ask about the terms of service directly. For example, here's the license file for a PLR package I bought last year:

PLR License Info

Thanks for your purchase of this PLR system. Here's a breakdown of your rights:

[YES] Can sell product exactly as it is now at the price you choose.
[YES] Can alter the Web graphics, template, and sales letter.
[YES] Can use product in paid package deals.
[YES] Can use product in paid membership sites.
[YES] Can alter the product in any way you like.
[NO] Cannot pass along resell rights of the PLR to your customers.
[NO] Cannot reproduce the contents of the product as Web content.

NOTE: Many people purchase PLR material for the purpose of passing along resell rights to their members. We ask that you alter the source product substantially before doing this. It is against the terms to simply rebrand the PLR material and then sell it as a resell rights item.

Please honor the above stipulations. Doing so will not only preserve the value of this package, but will also retain your eligibility for future license purchases from me.

Thanks for your support, and have a great day!

All the product creators prohibited me from doing was passing along PLR to my buyers or reproducing the content as web pages. Those restrictions were absolutely reasonable.

If you're buying reprint rights products from a membership site, the money-back guarantee protects you (and you should only join sites that have one). Sign up, check out the material that's available when you join and see if the terms of service place inconvenient restrictions on you. If not, you've found a winner.

2.4 Product Versus Package

Selling a reprint rights product isn't hard. It's really a matter of how much work you'll need to do before you sell it (I'll share more about this in Step 3). That's where the difference between an individual product and a package is most obvious.

Packages usually come with things like graphics, sales copy, additional products to use as front-end free offers or back-end bonuses, and so on. That means you have to do very little work to get them ready to sell.

Individual products, on the other hand, don't come with those conveniences. When you buy a reprint rights ebook, you're on your own for all of the supporting material.

Keep this in mind when you analyze prices for the products you buy, and when you consider how much effort you'll need to put into prepping a product for sale.

2.5 What Are The Rights?

I've already told you some of the pros and cons of the various types of reprint rights, but let me get even more specific. Here the various situations when the different types of reprint rights make sense:

| | RR | MRR | PLR |
|---|----|-----|-----|
| You want to sell a product with almost no prep work | ✓ | ✓ | |
| You want to edit the product for various reasons | | | ✓ |
| You want to create a very quick bonus for another product | ✓ | ✓ | ✓ |
| You want to pass long reprint rights to your buyers | | ✓ | |
| You want to include your own affiliate links in the product | | | ✓ |

That last one (including your own affiliate links) is usually something you can do only with PLR material, but you might find some RR or MRR stuff you can rebrand. You'll have to check the product details...and you'll want to find product sources that offer a variety of products with different rights so you can meet the needs of various projects.

2.6 Why My Recommended Sources Shine

The sites I recommended in Step 1 meet all of these due diligence criteria:

- **They all sell products at great prices.** In particular, you won't find any comparable material for anywhere close to \$47 a month as you will at SuperAffiliates.com, and all of the other membership sites I mentioned either offer material for free or at prices that are a great deal.
- **The quality is universally high.** I've personally verified this at every single site I mentioned. This is the good stuff.
- **The terms of service are reasonable.** None of the material from any of these sites is going to make you jump through flaming hoops to be able to use it profitably. Always check the terms for each individual product, but you'll have lots of flexibility with the sources I recommended.
- **You'll find products and packages.** Sometimes you want an individual product to fill out your bonus offer. Sometimes times you want a complete package you can sell immediately. These sites give you an assortment of both.
- **You'll find a mix of reprint rights.** You'll find RR, MRR and PLR here, so you'll always have what you need.

Taking all of that together, that's why I can recommend these sites without reservation. Yes, I own a couple of the sites, but you really won't find better out there—I know because I've seen just about everything.

Now let's move on to getting your high-quality reprint rights material ready to sell.

3.0 Step 3: Prep Your Product

There are lots of things you can do to get a reprint rights product ready to sell, but I'm going to focus on a quick, easy way to do the bare minimum you need to do to get it ready. And since PLR products are the only ones you can (and should) edit, I'll deal with those kinds of products here.

3.1 Why Prep At All?

Good question.

Lots of people assume that a PLR product is something they can buy and use right out of the box, without changing it.

Although you can do that, I don't recommend it. If you don't change anything, your product will be exactly the same as somebody else's. That can bite you later on.

It's almost always smarter to customize a product and put your own stamp on it.

That said, speed is vitally important. The longer a product sits on your hard drive collecting digital dust, the less likely you are to use that product to make money. Many marketers have a pile of material they collected years ago, and they've never used it.

If you buy something, keep a catalog of what you have, and aim to buy when you intend to use the material. Once you have it, prepare it for sale. Now I'll show you how to do that.

3.2 Change 1: Rename It

This is a simple one. It's usually a good idea to rename a PLR product so your name stands out from the crowd.

If 10 people are selling a product with the original name—say, *List Building Secrets*—you'll look unique if you call yours *The Insider's Guide To List Building*. It's essentially the same material, but with a different label.

When you change the name, you'll probably have to get new graphics for the product. This isn't as hard (or as expensive) as you might think. You'll need a new image for anything that includes the old product name. I'll give you several options for doing this in Lesson 3.

3.3 Change 2: Rewrite Elements

You can keep 90 percent of the material exactly the same, but you should consider rewriting three things:

- **The Introduction.** It's easy to put your own stamp on the product here, and it's usually just 1-2 pages of material to rewrite, barely more than a single article you might write for an article directory.
- **The conclusion.** This is another place where you can easily inject a bit of your own personality into the material, and it's usually only 1-2 pages of material as well.
- **Personal examples.** There's nothing wrong with leaving in the examples that came with the material, but if you have your own personal examples, definitely include them. You can make them special additional case studies, or swap out some of the PLR stuff for your own.

After you do that, I recommend going through the material and editing it to speak with your own "voice". That doesn't necessarily mean extensive rewriting. You bought quality material, so don't reinvent the wheel. But adding your own turns of phrase makes the product unique.

3.4 Change 3: Reorganize The Material

This is entirely optional, but it's worth thinking about.

If you present your product with the same material in the same order, you won't stand out. Since you've changed other stuff, that might be fine, but reordering material is usually easy to do and actually forces you to customize the content.

For example, let's say you buy a PLR ebook on setting up an autoresponder. It has three main sections:

- Choosing your autoresponder service
- Setting up your account

- Writing your autoresponder messages

That's a fine order, because it makes sense. No need to mess with it. But let's say the third section has these subsections:

- A killer subject line
- The message body
- How to promote affiliate products

You could easily change the order of the first two subsections. That makes your product different. And when you do that, you'll have to change the final portion of the section you're now putting first, so it'll flow naturally into the one you're now putting second. That forces you to make your product even more unique.

3.5 Change 4: Combine Products

This is a powerful technique that the pros use all the time. An example will illustrate the point.

Let's say that while you're building your product library, you buy the PLR product about setting up an autoresponder that I mentioned before. But let's say you also buy PLR to a product about how to create high-converting email promos.

That's a great combination of products. All you have to do is decide how to fit them together. You have a couple main options:

- **You can keep them as-is and simply offer them together.** This is the easiest approach. It's much like adding an ebook to your offer as a bonus—just offer the two (edited, remember) PLR products together. You could call one of them an “advanced” module, or a bonus package, or just name each product something like Component 1, Component 2, etc.
- **You can integrate the products.** This one is more work, but it can help you create a truly unique product that stands out. Let me explain...

You've got a PLR product about setting up an autoresponder, and you have another one about creating email promos. You could combine them by essentially dropping one into the other. Remember the outline of the first product that I described before:

- Choosing your autoresponder service
- Setting up your account

- Writing your autoresponder messages
 - A killer subject line
 - The message body
 - How to promote affiliate products

You can drop the product about email promos into the third subsection of section three, like this:

- Writing your autoresponder messages
 - A killer subject line
 - The message body
 - [insert other product here]

Combining products lets you easily create products that have unique content versus what other people are offering, and also lets you easily create products with multiple components. That almost always increases the perceived value of your offer.

4.0 Step 4: Recover Your Investment

FAST

Now that you know how to find and prepare great reprint rights products to offer, it's time to make some money!

Anytime you see a claim that you'll get rich overnight if you press some kind of magic button, run away. That's almost always a scam.

But there's no reason you can't recoup your investment in PLR products and even in this course quickly. What you're after are simple things you can do right away (meaning today) to bring in cash. Later I'll cover other things you can do to keep the money rolling in, but for now, it's time to generate some positive cash flow.

Let me show you how to do it. There are three quick ways to get it done...

4.1 Method 1: Sell It On eBay

[eBay](#) isn't just about cleaning out your garage. It's also a great tool for making money with digital products. You have two ways to do it.

You've probably heard that eBay relatively recently banned the selling of digital products with auctions. That's true...but notice how specific the ban was. They didn't say you can't sell digital products, just that you can't sell them with auctions. What you can still do is sell them with eBay classified ads.

An eBay classified ad costs \$9.95 for a 30-day listing. It's a *Buy Now* sale, meaning people won't bid.

Watch the video that shows you how to set up an eBay classified ad.

Another eBay option (assuming the terms of use for your PLR product allow this) is to put the product on a CD and sell it as a physical product on eBay as a regular auction item or as a Buy Now item. You'll have to pay a fee to list the item, and another fee based on the final sale price, as outlined here:

<http://pages.ebay.com/help/sell/fees.html>

The fees are small. You might be \$0.15 to list a CD, and then another 15% of the sale price. If you sell it for \$17, your total fee would be something like \$2.55.

Watch the video that shows you how to list a physical product on eBay.

Either eBay approach is a great way to sell a product very quickly.

4.2 Method 2: Sell It On Craigslist

[Craigslist](#) is a site for classified ads. The site lets you post ads in various cities in the U.S. and throughout the world, as you can see on the home page:

| craigslist | us cities | united states | | canada | asia | europa | int'l cities |
|-------------|-------------|---------------|--------------|---------------|-------------|---------------|--------------|
| help pages | atlanta | alabama | missouri | alberta | bangladesh | austria | amsterdam |
| | austin | alaska | montana | brit columbia | china | belgium | athens |
| login | boston | arizona | nebraska | manitoba | india | czech repub | bangalore |
| factsheet | chicago | arkansas | nevada | n brunswick | indonesia | denmark | bangkok |
| | dallas | california | n hampshire | newf & lab | israel | finland | beijing |
| avoid scams | denver | colorado | new jersey | nova scotia | japan | france | barcelona |
| your safety | detroit | connecticut | new mexico | ontario | korea | germany | berlin |
| | honolulu | delaware | new york | pei | lebanon | great britain | buenos aires |
| best-ofs | houston | dc | n carolina | quebec | malaysia | greece | delhi |
| blog | las vegas | florida | north dakota | saskatchwn | pakistan | hungary | dublin |
| | los angeles | georgia | ohio | ca cities | philippines | ireland | hong kong |
| job boards | miami | guam | oklahoma | calgary | singapore | italy | london |

As long as what you're selling isn't illegal or pornographic, you can sell pretty much anything digital or physical on Craigslist. You can advertise it for free, and your ad stays active for 30 days. It's best to hit the very active markets, like New York.

The online help shows you how to set up an ad—it really couldn't be simpler. You'll have to arrange shipping with the buyer, but that's not usually a big deal.

The ads are what you might suspect them to be—typically text ads outlining the features and benefits of a product, perhaps with a picture. For example, here's a listing I found when I searched Craigslist for *make money online*:

[new york craigslist](#) > [new jersey](#) > [business](#) [email this posting to a friend](#)

Avoid scams and fraud by dealing locally! Beware any deal involving Western Union, Moneygram, wire transfer, cashier check, money order, shipping, escrow, or any promise of transaction protection/certification guarantee. [More info](#)

please **flag** with care:

[miscategorized](#)

[prohibited](#)

[spam/overpost](#)

[best of craigslist](#)

Learn To Make Money

Reply to: sale-977591420@craigslist.org 

Date: 2009-01-02, 2:17PM EST

Google Money Pro developed by Steven Holdaway will show you how to make fast money placing ads online promoting digital products. You don't need a website for this. I've tried his method and was surprised at the quick \$ turnaround. After a few hours after purchasing this product, I made close to \$100 dollars for a beginner. Check out the review at www.ggfortunes.com.



It's not a great ad, but it illustrates the point that you can describe your reprint rights product, show a picture, present a link to your site and make sales fast.

4.3 Method 3: Sell It With PPC

Entire books have been written about how to sell product with pay per click (PPC) ads, so I can't reproduce all of that material here. Generally speaking, PPC advertising is for intermediate or advanced marketers, because of the very real possibility of losing money.

What I will say, though, is that I've made the process much easier for beginners with my PLR packages.

Remember, the PLR packages I offer as part of [SuperAffiliates](#) include 10 PPC ads you can use right away to make money.

The main idea with PPC ads is to get highly qualified visitors to look at what you have to sell. If your sales copy is good, the odds are good that you'll convert some of those visitors into buyers. The PPC ads I provide target keywords that are likely to get healthy traffic for relatively low Adwords bid prices.

All you have to do is

- Buy a package that includes a PLR product, a sales letter and PPC ads
- Modify the PLR material as I've described in this lesson
- Copy the PPC ads to your Adwords account (at least two ads for each campaign, so you can see which converts better)
- Set your daily ad budget to \$25 or less to start with, so you can control your expenses
- Monitor the results and ramp up ads that convert well

I won't go through the details of setting up an Adwords account here, but I've created simple videos to show you how to do it.

5.0 Conclusion

Now you know how to find great reprint rights products to sell, and how to prepare them for sale.

First, I showed you where to look for high-quality material. I told you the pros and cons of sourcing individual products versus getting material from monthly membership sites, and I gave you six excellent sources you can use right away.

Next, I showed you how to evaluate the product candidates you find. I gave you five characteristics to consider, and walked you through how to think about each one.

Then I showed you how to prepare a PLR product for sale (since that's the only kind of reprint rights product you can edit). I told you why you want to prepare your product to make it unique, and I gave you give easy changes to make to any PLR product.

Finally, I showed you how to make money quickly with your reprint rights product. It's not about getting rich quick, but it is about seeing profit soon so you can grow your business.

Now you're ready to get your website set up to sell your product. If the "tech stuff" has scared you in the past, don't worry. This is going to be easy, especially if you purchased a reprint rights package.

I'll see you in the next module.

Ewen Chia

Recommended Resources

This book is full of great resources, so I wanted to collect them all in one place for easy reference.

[SureFireWealth](#) – A great source for free reprint rights material, and some truly excellent material at the Silver and Gold paid levels. The site is fully searchable.

[PLRWholesaler](#) – Another great source for free reprint right material. Sign up on the squeeze page, check out the great one-time offers, and get access to the material immediately.

[Nicheology](#) – One of the best sources for reprint rights material around. It's fresh every month, and the quality is excellent.

[Infogoround](#) – Great source for reprint rights packages and articles. You'll get two fresh products every month, complete with sales pages.

[SuperAffiliates](#) – Gives you an excellent affiliate marketing education, but also monthly PLR material and a monthly business in a box in a hot niche.

[MiniSiteGraphics.com](#) – Excellent source for graphics packages for minisites that look professional and attractive.

[pixelofgenius.com](#) – Another graphics source. Has great packages that give you everything you need to set up your entire site.

[webgraphicscreator.com](#) – Another good graphics source I've used myself.

[ecoversonfire.com](#) – Another good graphics source I've used myself.

[eBay](#) – One of the most popular sites online, and a great place to sell reprint rights products fast and cheaply, either digitally with classified ads or physically with auction listings.

[Craigslist](#) – A very popular site that lets you post classified ads for reprint rights products for free.