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## 01. What Are Private Label Rights?

If you're looking to work smarter not harder, then the chances are that you most likely already know by now that the easiest way is to own your very own product and done-for-you content with Private Label Rights (PLR). This guide will provide an overview of PLR ebooks or rebrandable ebooks to give you the ability to add yourself as the author and sell them. They are also good for backlinks to your website for free viral marketing.

The PLR license is used for various digital products such as articles, ebooks, software and graphic templates. PLR content formats can be used for PLR reports, ebooks, articles, graphics, templates, email newsletters and even videos. Here are the various types of PLR content:

### **Private Label Rights**

Website content written by a 3rd party and made available for several purchasers to buy and use. This material can then be used as-is or edited by the purchaser or subscriber - within the guidelines (terms of use) of the Private Label Rights (PLR) company. Guidelines differ with each company. A PLR agreement sometimes gives resell right licenses to the material with membership. Other times, resell right licenses must be purchased separately. On the same PLR website, material can be found that does and does not include resale right licenses.

### **Limited Resale Rights**

This terms-of-use-agreement will say that you may resell the material on the site, and that you may also edit the material but it will limit the way in which the material can be resold. That is; you might be able to sell it to the members of your list and even bundle it with other digital products, but you may not transfer the right to resell the material to a third party. The term "limited resale rights" may or may not be used specifically. You might see the term, "Non-Transferable Private Label Rights" rather than "Limited Resale Rights". This is basically the very same thing. It means that you do not have the right to pass along the right to resell the works. You may download the work, change the work, add to it, take away from it, add affiliate links and sell it as your own but you may not give others the right to sell it.

### **Full (or Master) Resale Rights**

Most often you will see this specific term and in large print on the private label website as well as in the terms of agreement but you need to carefully read the terms of agreement to be sure that the term doesn't come with any stipulations attached. Full or Master Resale Rights means that you can resell the work to your list and promote it as your own work. It also means that you can let others resell the same work. That is, you can pass along the resale rights to third parties.

### **Transferable PLR**

This term means that you can transfer the right to resell the work to a third party. However, it falls short of the term 'Full or Master Resale Rights' in meaning. Transferable PLR rights gives you the right to GIVE the right to resell the work to a third party but not to SELL the right to resell the work to a third party.

## **Private Label Rights & Master Resell Rights**

Again, you need to read the terms of agreement statement. On the surface this appears to be an all encompassing agreement that really does mean when you download material from the site, you can do whatever you wish to do with that material including selling others the right to resell it. Still, there can be limitations placed on those rights in the terms of agreements. For example, you may not be allowed to post the material on another private label website.

## **02. What Are Key Strategies for PLR Usage?**

### **Put Your Name on the Products as the Author**

This is the most obvious benefit of them all. Private Label Rights allow you to claim authorship and you can use it to build your name/brand or sell it.

### **Edit the Contents**

You can change the titles, edit the product contents, insert your affiliate links, and/or paste your own advertisements into the products. These are just some ways to monetize in addition to the profits you are making from selling the ebook.

You can take the content in the book and arrange them into your very own articles (more about monetizing articles in the subsequent chapters).

On the other hand, you can also take a few PLR ebooks and combine them together to create one HUGE mega ebook and sell them for profits.

You can shorten the ebook by taking out the key points and turn it into a special report that you can use either as a teaser to get people to buy your ebook or you can use it to capture leads.

Depending on the terms and conditions, you can use this book and give it away as a bonus to products you are already selling.

You can also offer additional rights to your ebook that will enhance the perceived value (basic resell rights, master resell rights or even rebranding rights).

### **Thank You Pages**

'Thank you' pages are one of the most overlooked strategies. Most people think that they are just there as a courtesy to thank the customer, but there is more to it than meets the eye!

You can use the thank you page to get the reader's attention and do the following:

- Promote an affiliate program
- Recruit affiliates for programs that pay on two-tiers.
- You can also direct traffic to your own site and recruit affiliates
- Sell your own products

Next we'll show you how to use PLR ebooks to generate leads for an email list. Also, we'll cover what elements are required to capture and build your list.

### 03. Step 1: Funnel Creation

The first step before you can start building an email list is that you will need to create a few web pages in order to send traffic to, which allows visitors to actually sign up to your list. There are a few pages that you will need; you first need a squeeze page, then a one-time offer page, as well as a down-sell page for that one-time offer. Let me quickly explain what each of those pages are and why you need them.

The squeeze page is the email capture page, where you will need to put your autoresponder opt-in form code on so that visitors can sign up to your list. This is the most important page that you will need. All other pages are optional, but still highly recommended.

The one-time offer page is the page that viewers will see and be redirected to as soon as they fill in your opt-in form. This page hosts a low-priced offer, usually within the \$10 to \$20 range, which helps you to recoup costs that you might incur when purchasing traffic.

Then the down-sell offer page is similar to the one-time offer, but instead, it is a very low cost offer which visitors will see if they do not purchase the one-time offer.

If you want to get really complicated, but at the same time make a lot more money, you can keep adding offer pages to your funnel. For example, you could have an upsell page for a mid to high ticket product, then also backend offers as well. But for starters I would recommend at least having those three pages, the squeeze page, one-time offer, and a down-sell page.

#### **Squeeze Page**

Let's get into the very important squeeze page; they generally all look the same, and that's not a good thing. Internet marketers tend to copy one another quite regularly. They see a page which they think is working well, then they copy it, then someone else does the same thing. Before you know it, that page is no longer converting well anymore because too many people are promoting the same page, everyone is seeing the same pages over and over again.

When creating your squeeze page, make it as unique as you can. The more it's different from other pages and the more it stands out, the better it will convert for you.

When creating a squeeze page I have found that very simple pages work the best, pages which have a big headline, a short sub-headline, and the opt-in form, nothing much else on the page. Keeping it simple and to the point helps to boost conversion rates.

You will also want to only have an email address field for visitors to fill in. By default most opt-in forms have a name and email field, but requiring a name only lowers conversion rates. That's not to say that you can't use the name field, but just be aware that your conversions will be lower with it.

To create a squeeze page (or any of the other pages as well), you can use a variety of programs to help you do it. If you are comfortable creating a web page from scratch, then by all means do that. But if you are not familiar with how to do that then I would suggest using a combination of WordPress and Elementor.

WordPress in general helps to create web pages very quickly, but it is limited in how much you can easily customize a page. Elementor is a plug-in for WordPress which makes creating squeeze pages and offer pages very easy. It allows you to quickly create and then edit pages at any time, you can easily add-in your autoresponder form code into a page.

### **Free Gift**

One thing that you will need in conjunction with your squeeze page is some kind of free gift or free offer to entice visitors to sign up to your list. This can be a simple PDF report, a few videos, or anything that is on a hot topic within your niche.

Once you know what your free offer is, you can then write your squeeze page headline to tell your visitors what it is that they will be receiving once they fill in the opt-in form. Once they do join your list you can then deliver the free gift to them through your autoresponder follow-up email series.

One important note about this free gift is that it should be of good quality. Don't use a report that was written five years ago with content which isn't relevant anymore. Also don't use a gift which is already been given away by hundreds of other people. You will want it to be as unique as possible so that your subscribers will enjoy it and be able to use the information it provides. This is important if you want to build up trust with your subscribers.

### **One-Time Offer Page**

Now that you have a squeeze page with a free offer, it's time to consider what your onetime offer (OTO) will be. This is a paid product, usually within the \$10 to \$20 range in your niche.

The product should be related to your free offer, so it should be either on the same topic or a similar topic, something which your subscribers will be interested in. If your subscribers sign-up to receive your free gift on a particular topic, then it would only make sense to offer them more information in the form of a paid product on that same topic since you already know they are interested in it.

You can use private label rights (PLR) material to help create this product, but make sure that your OTO contains useful information that the buyers can put to use, otherwise you may run the risk of disappointing your buyers and being forced to refund many of them.

Within your autoresponder account, which we will talk about later in this report, you will want to set the opt-in form redirect option to automatically send subscribers to this OTO as soon as they submit the sign-up form. When a visitor comes to your squeeze page, if they sign up to your list, they will then be immediately taken to view your onetime offer.

## **Down-Sell Offer**

The down-sell offer can either be on a slightly different topic as your OTO, or it could be a smaller version of your OTO, either way it should be cheaper in price than your OTO. This offer is to capture more buyers who did not purchase your OTO but who still want to purchase something from you. Without this down-sell page you will lose out on a lot of sales.

This offer will also need a sales page and a download page. When visitors are viewing your one-time offer but decide to pass it up, you will want to capture their attention using an exit pop script which displays when they try to close the page to tell them about your down-sell offer. If they decide to stay on the page to view the offer they will be redirected to your down-sell sales page.

At this point you now have all of the web pages needed to start building your list and making money from new subscribers. The next step is to set-up your autoresponder in order to properly capture and keep those subscribers.

### **04. Step 2: Autoresponder Set-Up**

To actually build an email list properly, you will need an autoresponder account, and I would suggest one of two autoresponder services to use, Aweber or GetResponse. Those are both professional autoresponder services which I have used and would recommend.

Once you have account and have created your first list within the account, there are a few things which you will need to set-up in order to make the most out of your new list. The first would be to make sure that within your list settings you set the opt-in settings to "single opt-in", not double opt-in. Single opt-in will allow visitors to enter their email address and become subscribed to your list immediately, while double opt-in will force your visitors to have to check their email inbox to confirm signing up to your list, which

will dramatically lower the number of subscribers that you will receive.

The second task to do within your new list is to create at least 5 follow-up emails which will start being send automatically to new subscribers as soon as they subscribe. The first email should be a welcome email, thanking the person for subscribing and containing a link to your free gift. You may also want to promote your one-time offer within this email as well, to remind them about it.

The second to fifth emails should be a combination of quality content as well as promotions for your OTO and possibly other products of yours or affiliate products. The follow-up emails should be set-up to be sent almost every day, with a missed day every 2-3 days. The point of these follow-up emails is to maintain regular contact with your subscribers and to keep building up trust with them, offering them great free content with a few promotions in between. The more that your subscribers like and trust you, the more likely they will feel comfortable buying from you in the future.

Once your list settings and follow-up emails are in place, you can then create an opt-in form and place it on your squeeze page. Make sure to set it to only have an email field and to redirect subscribers to your one-time offer page aka the thank you page.

**[Click here to download 10,740 PLR articles to build your ebook or lead magnet.](#)**



# THANK YOU

Learn More At:

[www.TheArtParty.org/PLR](http://www.TheArtParty.org/PLR)