



The PLR Handbook: A No Fluff Guide On How To Profit With Private Label Rights

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Introduction

The term “private label rights” (PLR) refers to a product that can be purchased and used or resold under the “brand” of the original purchaser. In everyday life, we encounter private label products very frequently—perhaps more so than we might realize.

As an example, many supermarkets offer their own brand of soda or chips. Usually, the supermarket is not producing the soda or the chips using a proprietary approach and in a plant that they own. Rather, they are purchasing the chips and soda from a private label food products company, which creates them; and then delivers them to the supermarket either without any labels at all—or with the supermarket’s own labels attached.

In the context of Internet marketing, the concept of private label rights (PLR) is a little more complicated, but it still captures the main idea inherent in the supermarket example. Generally, in IM, the term PLR is usually invoked in reference to intellectual property, such as ebooks, reports, articles, or some other form of written content, audio content, or video content.

And when it comes to intellectual property, things usually get a little more complicated. In the case of the supermarket selling private label soda, there aren’t very many things to take into consideration. You buy the soda; you “re-brand it” by placing your own label on it; and you sell it to customers.

In the context of private label rights articles (a form of intellectual property), reselling the product in question might not be legally allowed by the contract you agree to when making the purchase. Instead, you might be restricted to using the articles for marketing purposes only. At the other extreme, the contract might grant you the right to resell the articles and resell the rights to resell the articles.

In general, picking articles that grant you desirable rights is an important part of making money with PLR. For this reason, I will defer this discussion to the next section, where I will talk about it in greater depth.

With all of this said, why should you care about PLR products? The simple answer is that they provide Internet marketers many promising opportunities. Creating a good product is generally a very large barrier to success for many

Internet marketers—one that often prevents new entrants to IM from ever experiencing success. But with the thick market for PLR products today, having your own product is as simple as purchasing one and rebranding it.

In the following sections, I will explain exactly how you can do this the right way. I will start by telling you what to look for when you purchase PLR products. After that, we will explore some of the many ways in which you can use those products to make money.

PLR Products Rights

In the introduction, we briefly and informally discussed the various types of “rights” that are granted to PLR package buyers. We will now consider these rights with a greater eye to detail.

Basic “Private Label Rights” (PLR)

In the most strict sense and in the context of IM, the term “PLR” usually refers to the most basic set of product rights available. As an example, consider the case where you purchase a package of 10 “PLR” articles. Usually, this means that you can legally...

1. Modify the articles as desired
2. Submit the articles to content directories, such as ezinearticles.com
3. Place the articles on your own website
4. Compile the articles into a report or ebook and sell that ebook or report

However, it is not always the case that a basic PLR package will include all four items. For instance, some PLR packages will not allow you to rebundle articles into ebooks or reports. For this reason, it is always a good idea to check out whether there are any special restrictions on the rights granted.

Resell Rights

After private label rights, the second most restrictive category is “resell rights.” The difference between this and PLR should be obvious: you can take the article,