

# **Becoming a PLR Seller**

**Discover What It Means to Sell  
Private Label Rights and What's  
Possible With a PLR Store of  
Your Own!**

**By:**

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There are thousands (maybe even millions due to the current state of the economy) of people looking for ways to make money online.

Whether it's enough to replace a full time income from a lost job situation or just enough to add extra to the household earnings to get by – or even come cash to be able to enjoy some extras, you need to find something that will fit the bill in terms of working on the 'net.

Here's the problem, though...there are a lot of scams to sift through. There are tons of programs that promise six figure earnings in short time-spans *if* you have the means to invest in pricey tools or expensive courses that take hundreds of dollars out of your pocket (that many of you don't have).

It's time for you to learn about a business that can logically be started with zero dollars (or a small investment for some automated tools if you prefer to go that route – stuff like a domain, hosting, etc).

It's not working as a service provider, either. Being a freelancer like a ghostwriter can be draining. You're already under stress and here you now pile on deadlines and customer demands to that – no thank you!

## **The Solution Is In Growing a Snowball Business**

What I want to talk to you about is [launching your own PLR store](#) – but contrary to popular belief, you don't have to have writing talent to do this (if writing is the issue, you can outsource)!

PLR means Private Label Rights, and that's content (sometimes even graphics, audio or video alternatives that add onto your profits) that you sell cheap to multiple buyers who can claim it as their own.

Because the costs are kept low, more people can afford the content and they become repeat buyers because online marketers continually need new content for their sites, blogs, and email autoresponders.

Let's put aside all of those “make \$48,000 in 48 hours” courses you've read about and talk common sense for a minute.

When you really want to build a sustainable business, you're going to start from the ground floor – up, right? You build a foundation and then branch out as your profits flow and you have money to pay yourself AND to invest back in the company.

A PLR store of your own means you start with a site set-up (using WordPress – or even other free solutions) and you begin selling small. Maybe you have 1 pack for sale of 5 articles.

As you earn on your first pack, you put out another pack, and another – and suddenly you have lots of traffic coming in from Google, Yahoo, Bing, and other search engines.

Word of mouth starts spreading. More customers are turning to you with requests like, “Hey I see you don’t have any PLR on chicken coops (for example). Can you make one?”

Hey if there’s 1 marketer asking for it, there’s probably a bunch more. You start digging around and see that there’s a demand so you put out a chicken coop PLR pack – 20 articles.

You run a special on it for a group of marketers and knock 5 bucks off and a flood of 72 orders comes in. A cool \$1,050 that you pocket, plus future sales for new buyers who find your “chicken coop” plr pack through search engines.

Some guy lands on your site after using Google to find your chicken coop article plr pack and while he’s there he sees that you also sell rabbit hutch articles. He’ll add that pack to his cart, too. He might be back later if he wants to add more to his online niche marketing efforts.

This is a business that snowballs.

The more plr packs you create, the more people add onto their cart, the more word of mouth spreads, and the more you get traffic from search engines – resulting in pure profits.

## **PLR Seekers Are Buyers**

Unless they tack on the word “free” to their search, private label rights seekers are in buyer mode. They know they’re looking for content to buy. And they know the content will be cheap.

It’s not a hard sale like an info product normally is where everyone’s leery of scams or unfulfilled promises.

With PLR, you’re not even writing a sales page. You make a list of details for them. They want to know the titles and word count (or page count in the case of an eBook or report).

They may want to see a sample of your writing, but to be honest, most people will throw away a \$5-\$20 investment on PLR content without even checking quality first.

Now to get repeat buyers, obviously you want to give them good writing – but I’m talking about converting a prospective buyer – a new visitor to your site – into a sale. It’s not hard at all.

It’s also not hard to build a list of PLR buyers. You don’t even have to give them a freebie to get them to opt into your list.

You simply give them the OPPORTUNITY to ask for a specific topic. Then when a new pack they asked for is ready - boom – you blast your list and let them know it’s available.

## **An End to Excuses for Everyone**

Many people struggling to make it online fail for different reasons. They may blame the product owners (rightfully so) for not providing every step of the process they need to succeed.

They may have trouble following through on *any* course because they’re so distracted by shiny new object syndrome. This happens when you buy a course, you get started and hear, “You’ve got mail!”

You click it and ooh la la – guru A, B AND C have all emailed you saying Product X is the next best, biggest, greatest, hottest thing you just HAVE to have – and if you don’t buy RIGHT this second and implement it, well, then you will be too late to succeed and all your competitors will trample you.

So whip out that credit card and with lightening fingers, buy YOUR copy before they’re all gone (because we all know there really IS a limited supply, right?) – not.

And because of the messages and follow ups, you toss aside the course you WERE working on to start THIS new one – after all, it’s imperative that you get moving ASAP. Ready to get off that merry go round?

Tiffany Dow created [PLR ATM](#) for those tired of quick cash promises who really do want to make a decent sum of money on their terms. This is long-term – it’s not some strategy that will become outdated.

Content will always be in demand – it always has been. There will always be buyers. Most people HATE to write, and they’ll save up to buy content rather than sit and stare at their computer screen for hours trying the do it yourself route.

In PLR ATM, you’re given step-by-step tutorial in both text and video format (with nothing missing because she used a real newbie human guinea pig to implement each step and ensure it was complete).

The funny thing is, when Tiff first got started, she didn't have any money – so she had to use crude free methods to build her business and promote it. She remembers how that was, so she detailed her course in two ways:

One teaches those without a penny to their name how to set up a business for free. The other teaches you how to spend a little bit (she keeps costs low) and automate and professionalize as much of the business as possible.

And for those who start out free, you can do like Tiffany did and invest some of your profits back into your business for some tools – there's no shame in that!

We're talking little stuff like a \$10 domain, \$10 a month hosting, \$20 a month email autoresponder system) – nothing that's going to break the bank (especially when money's coming in from PLR sales!

The most wonderful thing about selling your own PLR is that you can do as much or as little as you want. Working another fulltime job and you're too tired to devote 40 hours a week into it?

No problem. How about 5 or 10 minutes a day – or per *week*? Whatever you can give, it simply helps your store grow that much faster, but it in no way will expire like many marketing course strategies do if you don't constantly stay on top of everything.



In the last 7 months, as she teaches in [PLR ATM](#), Tiffany (who barely works on her PLR store even part time) made an average of over \$4,200 a month selling content she created awhile back. That's over \$30,000 in 7 months (translates into over \$50,000 a year).

Is that something you'd sneeze at?

Are you still going to pursue those \$48,000 in 48 hour deals? You might – or you might start looking at Internet Marketing as a real business opportunity and building a store that will deliver profits over time and grow with every new pack that you create – even small ones.

I urge you to check it out and see how easy it is. Dow has taken all of the intimidation out of Internet Marketing and given you a solid, easy business model anyone can follow that *works*.