

# Turn PLR Products Into Your Own Products

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## **Sample of Content:**

When you buy products with private label rights your intention should never be just to resell them as is but to rework those products and create your own product out of them. Most of marketers are simply too lazy to invest little time and effort in customization of those products and they sell them without any changes.

## **Content:**

When you buy products with private label rights your intention should never be just to resell them as is but to rework those products and create your own product out of them. Most of marketers are simply too lazy to invest little time and effort in customization of those products and they sell them without any changes. Even worse, they sell private label rights to these products too, the market becomes saturated within couple of weeks and product price falls sadly low. And, believe it or not, the legal restrictions found in product licenses are totally neglected. That is very unprofessional, self-destructive behavior, which must stop for three main reasons: 1. private label sub niche is being killed by such approach; 2. you will earn 10 times more from plr products when you use them the

right way. 3. If you sell plr product as is, without making substantial changes, you are very likely to break the original license restrictions (you can legally bypass most of the restrictions found in product license only, and I repeat only! under condition that you make substantial changes in product's content). Now, what is the right way to use private label rights products? I will take an ebook as an example. When you acquire an ebook with private label rights your package usually contains following: 1. products license 2. ready made website with graphics and sales letter 3. professionally designed ecover graphics in various sizes including .psd files 4. ebook itself as .pdf file and as .doc file The right thing to do is to rework all those three elements. But before you start working on these parts you must first change the title of the ebook. That is a must and it is not very hard. Just think out some title similar to the original and you have your new title, a completely new ebook on same subject. For example, if the title of the original ebook is 'How To Build Huge List Within 4 Weeks' you can rename it into 'Fast List Building Techniques' or 'One Month List Strategies'. Second, you should make some changes to website's graphics: header, footer, background image and order button. You have got .psd files for those graphics so you can open them in Photoshop or Gimp and make your customizations. Change colors, replace all images with different images and change all text in text layers, e.g. website title and subtitle in header. Do it for all website graphics and your website will have completely new, fresh look and make much better first impression on your website visitors. This does not take longer then 2-3 hours, even if you have only basic skills in graphics design and in Photoshop. Third, rewrite the sales letter. Read the sales letter a couple of times in order to get ideas about what to change. While you are reading you will spontaneously get ideas about what parts to change and how, you will also feel that some sentences are missing and you will want to add them, etc. You can also simply move the parts of sales letter to different places. You will want to add your own bonuses, your own testimonials (you can get them from your online friends), maybe even your short audio presentation, and so on. Make at least three versions of your sales letter until you are happy with it and until it differs from the original in such grade that it can't be recognized as same copy. The important thing to keep in mind is to preserve (or implement) the AIDA technique, which means that your sales letter should stimulate Attention, Interest, Desire and Action. Fourth, change ecover graphics. Use Photoshop or Gimp again in order to replace colors, images and text layers in your psd files. You can find plenty of high quality images priced under 5 dollars at 123rf.com, istockphoto.com or canstockphoto.com. Fifth, and most important, you have to rework the .doc file, thus ebook itself. You will have to open your .doc file in Word or in Open Office in order to work with it. Replace all links with your links, if you have affiliate links, use them. If you find any parts that identify the original creator or anybody else, remove those parts. Rename all chapters and place them in different order. Rewrite the text body of every chapter. If you have another plr ebook on similar subject, combine the content from both ebooks. That is the best method, so always try to buy at least two plr ebooks on same or very similar subject. This part is like a mini project that can take 1 week until you have your final version, brand new 40-50 pages ebook with quality content. The last step is to convert your new .doc file into .pdf file. There are many good pdf converters available out there but if you are on a tight budget you can use free software Pdf995 Suite. And voila! In no longer than 10 days you have created your own brand new, high quality info product that you can upload to your server and sell with or without resell rights, or even give it away as bonus to other products and spread your links all over the internet. You decide about the price and you can do whatever you want with your ebook created from ebooks with private label rights. Legally.

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## About the Author:

Almin Cehajic writes informative articles on various topics, especially on resell rights business. If you are interested in resell rights business visit his new website

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