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Creating Info Products From PLR

Private Label Rights Content (PLR) is material that was created by a developer who has agreed to distribute licensing rights that provide people with the opportunity to revamp, re-package and resell the product as their own creation.

Consider the possibilities if you knew exactly how to take existing content and transform it into a brand new info product that you could sell as your own without ever having to lift a finger in developing anything yourself.

This is exactly how thousands of online entrepreneurs penetrate new markets without ever having to invest a lot of time and money into creating their own products from the ground floor up. They simply take existing material, rework it so that it's essentially a fresh new product and sell it for 100% profits.

But it gets even better: you can build an entire network around private label material just by tapping into the highest quality sources online and spending a bit of time revamping the material so that it represents your own brand and professional style.

There is no shortage of exceptional quality private label material online that you can use to develop your very own info products, and even if you have never worked with PLR content before, you will be pleasantly surprised at just how incredibly simple the process really is.

To begin, regardless of your niche, there is bound to be private label material readily available. From acne to eliminating love handles, there are articles,

reports and raw material to work with.

One thing to keep in mind however is that when using private label content to create your own info product, you absolutely need to spend some time tweaking the content.

It's never a good idea to use PLR content in its original form, because despite the quality, it can still be improved by simply going over the material, eliminating unnecessary information, and of course, injecting your own personal style and brand into the content.

You also want to modify the content so that it is not identical to what other people are selling. You'd be surprised at just how many people fail to make simple changes that would improve PLR content, and by spending just a bit of time making the info product your own, you will be able to use existing material to develop a brand new release.

To help you get started, here is a check-list of things you should do when using private label content to create your own info product:

Review The Material

If you are planning on using a private label based ebook, make sure that you read over the content yourself so that you can get a feel for the overall quality, as well as the flow of the material. Don't assume that the material is of high quality and can be used 'as is', without personally reviewing the entire document.

If you are going to give the content your personal stamp of approval, and feature it as your own info product, you want to make absolutely certain that the info-product represents your brand in a positive way.

After all, you are going to make money selling this product and you want to minimize the number of refund requests, as well as be able to begin developing an online presence as someone who is a reliable source for quality information.

Change The Product Title

This is very important, especially if you want to shield the fact that your info product was originally private label material. Consider what titles you could use that would attract attention.

Example: Rather than "Complete Guide To Cake Decorating", consider "Industry Trade Secrets To Cake Decorating".

Remember, the title of your product will appear on the graphics that you use to represent it on your sales page as well as within advertising campaigns.

Change The Table Of Contents

The first thing I do after reviewing a potential private label product that I am going to rebrand as my own is to change the table of contents titles.

We want to avoid changing the actual structure of the table of contents, otherwise the content might not make sense or flow properly, however by

simply changing the titles of every chapter within the info product, we can eliminate the chance that someone will identify our info product as originating from PLR.

Edit Content

This step takes a bit more time, but it's an essential part of re-branding private label content into your own information product. While you don't have to rewrite the entire document, you should spend some time re-phrasing and in some cases, better explaining the material.

Depending on the quality of the private label content that you are using, only slight editing may be required, and if you are unable to do this yourself, you can easily outsource the work to a freelance writer for a nominal fee.

However, if the quality of your material doesn't require a lot of improvement, you should still modify the content just enough so that it represents your brand and style.

- ✓ For example, when you read through the material does it sound like something you would write?
- ✓ Could you explain it in your own words better or more clearly than the author did?
- ✓ What could you add into the document to expand on the information so that the reader better understands the topic?

Your style is going to be different from others, and it's important that you incorporate your own voice and phrasing into the ebook itself.

You want people to become familiar with you, your brand and ultimately your message. Another writer's method and style will not necessarily reflect your own, and you should take the time to blend in your own voice into any existing content you decide to use.

You'd be surprised just how much of a difference this will make in helping you grow your own brand and become an authority by customers being able to instantly recognize your style in future ebooks.

There are always improvements that you can make so that the info product becomes more aligned with your personal style. You want people to see consistency in your work and in every info product that you release, and one way of making sure this happens is by always proofing and editing every PLR document you use.

Add Your Finishing Touches

When it comes to finishing the info product so that it's ready for distribution, you want to be sure to add your name, and website URL to the product. You should also edit the header and footer of the document so that it includes your Products new title.

You should also consider hiring an experienced graphic designer to create ecover graphics to represent your product and give it a higher perceived value. These designs can create a simple ecover (that looks like a regular book), or an entire mini-site design for your website. I have included my top ten resources in the closing chapter of this guide.

Take a final run through of the document, and give it your stamp of approval!

Notes:

You want to make sure that you change any affiliate links contained within the ebook to your own links. Most PLR developers will not include affiliate links in their content, however make sure to go through the material before you begin selling it just to make sure.

If you do find affiliate links, you can either choose to remove them entirely or to sign up for the affiliate programs that are being promoted in the book so that you are able to generate additional revenue from any sales originating from your readers clicking on your links and purchasing the products.

You can find premium “Business In A Box” private label packages and fully loaded websites at <http://www.CompleteStartups.com> that you can edit and brand as your own.

Creating Info Products From Article Content

One cost effective method of creating ebook products is by combining a series of high quality articles together into one product.

You can do this with private label content easily, but you can also do this by outsourcing article writing to several freelancers, and stringing the material together to form your info product.

Since it's always more affordable to hire article writers than ebook writers (even though the content is very similar), just by doing a bit of the work yourself in collectively combining the material into one product, you can create a unique product that cost you much less than it would by hiring an ebook writer.

When you purchase private label rights to ebook packages, often times you will discover that you receive a complete website package, including a design and sales page.

I strongly recommend not using the design or sales page that is included with the package, but instead, hiring an affordable designer to create a custom website template for your product.

You want to begin building your own online identity, and in order to do that, you need a website that is unique to your offer, and established brand awareness.

When it comes to using any sales pages that may come bundled in with your PLR purchase, I once again, suggest not using the material "as is", however it can be very helpful in providing you with a guideline that summarizes what the product is all about.

Use this information to write your own sales page, or if you are hiring out the copywriting, hand a copy of the sales page to your writer as a reference guide.

This will cut down on the time it takes to create the sales page, and can save you money in the end.

Every part of your website should be unique, aside from the product itself. Use private label content, as the basis of your info product, but everything around it should be wrapped in your own personal style, from the design of the site to the sales page content.

Creating Info Products From Exclusive Interviews

What is the #1 thing that your customers want from you?

Rock solid, proven and accurate information.

What better way to offer that to them than by having an expert share their personal experiences, tips and advice with you, while you ruffle through the data and create a comprehensive information product that your market can instantly put to use!

Being able to offer customers with direct access to an expert in your niche market will give you the competitive edge you need. You can highlight this exclusive interview on your sales page, driving up conversion rates, and better yet, you'll be able to build your own brand by piggybacking off of the affiliation.

Not only will you be able to offer your customer base with something fresh and new, but think about just how valuable this exclusive, proprietary content is outside of just the single product itself!

Once you have interviewed an expert, you can literally take the interview and turn it into a hot selling product in a matter of minutes. Best of all, you can repurpose the interview in a number of different ways, including:

- ✓ Sell Interview as Audio based Course

- ✓ Create transcripts of the interview as bonus / upsell options
- ✓ Create full length ebooks based on expert interviews
- ✓ Give the interview away to generate traffic and build a list
- ✓ Package the interview in with other products for a full featured course
- ✓ Use interview as primary guide and offer auxiliary components

If you're wondering why an expert would take time out of their busy schedules to help you create an information product of your own, you need to switch your mindset around and instead think:

"Why wouldn't an expert give you 20 minutes of their time if they were able to generate free exposure, push their brand and make money by simply talking to you?"

You see, the only reason why anyone would struggle to secure time with a market expert is because they aren't making it clear as to how your subject benefits. If you simply approach an authority in your market, ask them for a few minutes of their time so you could interview them, the first thing they are going to ask themselves is "who are you and why should I talk to you?".

But if you make it clear from the get-go exactly how they are going to benefit, and better yet, you lay it all out for them so that they can easily see the

And keep something else in mind: Just because they are experts on the subject matter doesn't mean they are KNOWN experts.

For example, there are experts who contribute to community sites like

www.ehow.com and www.Expert-Exchange.com and while they have years of experience with a wide variety of topics, part of the reason why work so hard to submit quality content and answer popular questions in their niche market is because they a) need money and b) need exposure!

So clear your mind of the idea that experts are raking in cash and that it's unlikely they'd be willing to talk to you because they simply don't need the money or exposure.

In reality, there are experts in your niche market right now who will be more than willing to talk to you in exchange for the opportunity to expand their brand, and better yet, many of these experts won't even expect any sort of monetary compensation for their time!

When it comes to approaching experts, you need a clear-cut system of contact in place. You want to cover all bases while making your expert feel comfortable agreeing to sit down and speak with you. You never want to be aggressive, otherwise you'll come across as over zealous and lose any opportunity you had to establish credibility with your expert.

You want to highlight that it's a win-win situation, rather than ignoring the big elephant in the room and hoping they don't connect the dots. Your expert will know how you're benefiting from them giving you their time, so be upfront about it.

Don't be afraid to tell them how you plan to use the interview, after all, it's pretty darn close to a joint venture project and they should be aware of exactly how

you plan to distribute it.

Private Label Resources:

<http://www.WhiteLabelReports.com>

<http://www.PrivateLabelReleases.com>

<http://www.CompleteStartups.com>

<http://www.MainstreamVentures.com>