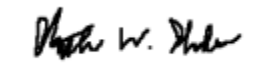





John S. Rhodes


Matthew W. Rhodes

Matt Rhodes of "the Rhodes Brothers" presents...

PLR QUICK CASH FAQ

Answers To Your #1 Questions About Making
Serious Money With Private Label Rights Content

**Create A Legitimate, Profitable Turn-Key
Internet Business With Private Label Rights:**

<http://PLRQuickCashSystem.com>

Hey there,

This is Matt Rhodes of "The Rhodes Brothers." Over the last few weeks, John and I have started to talk with our students a lot more about using private label rights products as your own to generate streams of income.

Most people seem to think that PLR is completely worthless...but I don't. I've done \$100,000s in sales over my last 3 years online, and private label rights products contribute a **LOT** to my bottom line. I've used Private Label Rights contents for:

- * Membership site content
- * Articles for AdSense websites
- * Source material for a new product
- * A bonus to offer with my products
- * Pre-sales material to sell a service

The possibilities with it are endless...you just have to be smart about using them!

I wouldn't call myself an "expert" or a "guru" like the other guys, but private label rights are directly responsible for giving me more than enough money to:

- * Pay for a nice apartment in Downtown Toronto
- * Completely pay off a 2008 Honda Civic in 9 months
- * Buy a big-screen TV
- * Buy a new kick-ass computer - for business uses *only*, of course
- * Give my girlfriend the gift she **really** wanted for Christmas (D-SLR Camera)

...and more too, but I'm not going to rattle on. No, I'm not rich, but I do make a full-time income working for myself at home. I'm not bragging, but if you follow some of my advice and start to exploit Private Label Rights the way I do to make money online, there's a good chance you'll be able to start earning an income online, too.

So, let's cut straight to the meat...

Here are answers to some of the top, most-pressing questions our students have had about using Private Label Rights to earn an income with an internet business. Take notes, and take action:

Question #1:

What are "Private Label Rights" and how can I use it to make money online?

Matt's Answer:

It amazes me that more people don't use private label rights products. They're one of the best and easiest ways to make money online. 90% of the work is done for you...you just make a few tweaks to the content and then profit.

Before I begin, let me explain what private label rights actually are...

Sometimes, when people create a product, rather than selling it on the market, they decide to sell the rights to the product. These rights can come in many different forms...

Resale Rights / Resell Rights (RR): You have the rights to sell or give away the article, product, text, video or other product as-is, with no modifications allowed. You do not have the right to pass on the resell rights or resale rights to anyone else.

Master Resale Rights / Master Resell Rights (MRR): Again, you have the rights to sell and give away the content as long as you don't modify it in any way. However, you also have the right to sell the resell rights or resale rights to others.

Private Label Rights (PLR): This is the ultimate form of resell rights. You have the rights to modify or break up and sell or give away the content as you wish. In some cases, you may sell the private label rights to others – in others, you may not. When you purchase the rights, it will typically give you specific instructions on what you may and may not do with the content.

As you can tell, PLR content offers the most freedom...which means that you'll be able to use it anyway that you'd like.

Question #2:

How do I make Private Label Rights content special and unique?

Matt's Answer:

There are a lot of quick and easy ways to make private label rights products unique for your business and personality:

- 1.) Change the title to something more "spicy"
- 2.) Create new e-covers to make it modern and fresh
- 3.) Add "hot tips" and "killer techniques" throughout the report
- 4.) Add personal stories throughout the report (people want to relate to you)
- 5.) Transform it into a different media format

If you're looking to establish a brand name, you should have a name or logo at the lower right hand corner of every page of your e-book or report.

Re-writing can be done in as little as 7 minutes, or as long as an hour or two, depending on the level of quality you're looking to shoot for. Obviously, if it's a more expensive package, you'll want to spend more time working on it.

Question #3:

How do I generate traffic to my Private Label Rights products?

Matt's Answer:

Stuck on how to generate traffic to either promote your website in the search engines or to get enough leads to sell your product? Here's just a tiny fraction of the methods you can use to drive web traffic and sell \$1,000s of worth of product...

- 1.) Create a blog and have each post "pre-sell" to your squeeze page, and...
- 2.) Set your feed up on My.Yahoo.Com (to increase SEO)
- 3.) Find comments from other blogs and use trackbacks
- 4.) Ping it with Pingomatic.com (no affiliation)
- 5.) Post comments on other blogs
- 6.) Join blog communities
- 7.) Make a Squidoo Lens based on long tail keywords
- 8.) Post videos on YouTube with a link to your squeeze page, or another "pre-sales" page.
- 9.) Submit articles to article directories, such as EzineArticles, GoArticles and more.
- 10.) Use Facebook groups to link to your pre-sell squeeze pages. (Be unique on Facebook, and you'll be seen.)
- 11.) Use Facebook flyers to advertise your squeeze page – if it's a mass appeal product.
- 12.) Join Twitter and start posting as much as you can and following as many people as you can. (You can find John on Twitter at <http://twitter.com/webword/>)...then you can

post links to your website casually.

13.) You can also ask your followers on Twitter to Stumble your pages at Stumbleupon, resulting in a surge of traffic. (You can also get stumbles other ways, too.)

14.) Make an affiliate program out of your squeeze page (offer a cut of the backend products you're promoting, if they're yours) and...

15.) Create a brandable, short report that your affiliates can use to distribute your product.

16.) Hit up big names in your niche and ask them if they'll promote your squeeze page in return for high backend profits.

17.) Create a free video and then redirect it to your squeeze page at the end.

Encourage your affiliates to link to the video.

18.) Join a giveaway. Give away a high quality free product on one of these giveaways and you'll have a list that will believe in the quality that you give.

19.) Create a wiki at Wikidot with highly optimized pages.

20.) Create a forum and link to it – remember, all forum members are basically on your list.

21.) Use PPC ads from Google Adwords, Yahoo, MSN, Adbrite (I admit we haven't had good results with them, but some people have.)

22.) Post high quality information to forums with a link in your signature to your squeeze page.

23.) Post high quality information to forums with tons of affiliate marketers, and post a link to your affiliate program.

24.) Write a press release about sites you release that pre-sell your squeeze page, and maybe even your squeeze page itself.

25.) Answer questions on Yahoo Answers related to your niche, linking to your pre-sales pages or your squeeze page.

26.) Interview well-known people in your niche. They will likely link to the interview, and it will earn you more prestige.

27.) Try to link to your blog from Wikihow and Wikipedia...but be sure your links actually provide value.

28.) Submit your "pre-sales" sites to directories such as dmoz.org.

29.) Post ads on Craigslist for your pre-sales page.

30.) Create classified ads on USFreeAds.

31.) Create low cost eBay products and when people purchase, have them opt-in to your list for a bonus.

Question #5:

Where do I find good Private Label Rights content?

Matt's Answer:

Good question, there are a lot of places. John and I offer Private Label Rights content, so I'm partial to plugging that ([Simple PLR Club](#), [PLR Newsletters](#)), but there are a lot of other good places to buy PLR content. The more important question in there, I think, is how do you determine what "good" PLR is before you buy it?

- 1.) **Sales letter of a PLR product.** Some private label rights products do NOT include sales copy for you to use, but when it does include sales copy, it often gives you a direct glimpse into the quality of a product. You can often see these sales letters before you buy a PLR product...just ask the author for them. The quality of the sales copy, over 90% of the time, directly correlates with the quality of the product itself.
- 2.) **Length of the PLR product.** This area is a bit subjective, as it depends on what you're looking to buy PLR content for. For example...are you looking for a report to use as a free gift for after a squeeze page? A PLR product between 20 and 40 pages long will probably do the trick for a freebie, but often will not be of sufficient quality to charge for. Very often, reports of this length will lie between the "mediocre" and "completely unusable" category. However, as the length of the product increases, the quality increases, as well.
- 3.) **Price of the PLR product.** This is another gray area, as I've gotten high quality private label rights products for free, and have bought unusable PLR products for over \$100 before. However, as a general rule, the higher the price of a Private Label Rights product, the better the quality you can expect it to be.
- 4.) **Saturation of a product.** This is a step that most people don't take, and it's really surprising. Before purchasing your product, do a simple Google search for the PLR product name in quotes to determine how many websites are using that exact product. While you can always separate yourself from the crowd by renaming your product and adding high quality techniques and tips to it, it's good to know how many potential people have already seen a variation of what you're offering. (Note: On the flip side, it's also good to know how popular a particular Private Label Rights product has become. You can safely assume that popularity means previous sales.)
- 5.) **Customer support.** Before investing in a high-end piece of Private Label Rights content, I often contact the product owner with a small question to test his or her

response. If you receive a timely response with clear, helpful language and friendliness, you can probably expect the PLR content to offer the same sort of quality. However, if you receive no response within 3 days, or if you receive a poor response, you may want to steer clear.

Question #6:

Can Private Label Rights content be "over-exploited?"

Matt's Answer:

You know, I think it's pretty tough for a private label rights product to become completely useless. Unless you have big name competitors that use it as a primary drive in their marketing (very, very rare) in most cases you can make it unique enough to sell or use anyway you'd like without customers recognizing the source.

Question #7:

How do I market private label rights products?

Matt's Answer:

Whew, that's a loaded question. There are a lot of different ways you can exploit private label rights content to make a profit, but you don't want to "market" private label rights products directly. It implies that you should sell the private label rights products "as is."

So, of course, the first tip I'll give is to re-write the content (see my response to Question #1.) Once you add your own voice to it, the value of the content increases tremendously.

Second, I would look in your current business to determine where using private label rights content makes sense. Do you concentrate on AdSense? Use re-written PLR articles to add quick and easy high-quality content to your website. Are you a product developer? Then use PLR as a bonus, as part of a package, or as pre-sales material.

Question #8:

I can't find PLR for my micro-niche websites. What should I do?

Matt's Answer:

What I do is find the closest potential match I can, then do a little research. Find out what the most common questions are by searching on forums, then add specific tips and techniques based on the research you find.

Question #9:

What is the best way to monetize Private Label Rights content?

Matt's Answer:

It depends on what kind of income you're looking for. I would consider building AdSense websites to be more of a long-term investment (they can grow by themselves) whereas creating product offers produce high short-term returns, but only when you put in the work.

Question #10:

What is the best way to use Private Label Rights articles?

Matt's Answer:

It's a bit subjective, but the best use of high-quality Private Label Rights articles is to re-write them and then distribute them to a few high-quality article directories.

The other alternative is to spin the articles. The problem with most article spinners is that you aren't able to quickly and easily find suitable synonyms for words with the proper tenses. However, if you spend enough time creating high-quality seed articles for spinning, then you can distribute 1,000s of articles to article directories.

Question #11:

What is the best way to improve the salesletter for a Private Label Rights product?

Matt's Answer:

There's no single best way, but I like to use other successful sales letters in my market as inspiration for what to include in my own sales copy. If you read the language in the

salesletter, you can get a great idea of what your market wants and it will give you guidance on how to improve your salesletter...AND your private label rights product.

Question #12:

What is the best way to use Private Label Rights video?

Matt's Answer:

It depends on the quality of the video, just like written Private Label Rights content. If it's really good and you think it can be included in your existing product or marketing system, then use it for that.

More likely than not, though, PLR video should be branded with your URL with a link to a squeeze page (a page that collects opt-in e-mail addresses.) Offer users a free report – or, even better, another high-quality PLR video.

Question #13:

Do you have a roadmap for getting started with Private Label Rights content?

Matt's Answer:

Absolutely, you can download our [PLR Quick Cash System](#) **completely free**, we just ask for your name and e-mail address. It reveals how to use private label rights content to build **a reliable long-term income**, one step at a time.

It typically takes about 4 to 8 weeks to start seeing the first dollars rolling in, but it's the same process my brother and I have used to build a 6 figure online business. Once you have a foundation built, you can build an e-mail list, launch products, and much, much more.

Also, I have a big favor if you have just a minute...if you liked reading this and thought it was helpful, **please send some love my way** by adding a quick note to my [Warrior Forum post](#). Thank you so much...I really appreciate it!

**All the best,
Matt Rhodes of "The Rhodes Brothers"**