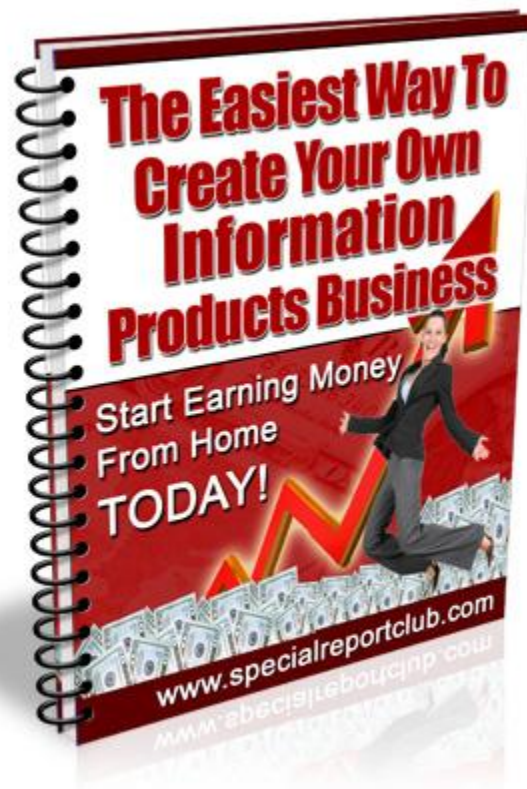


Building An Income With Private Label Rights Special Reports

Brought To You By: Carrie Lauth



NOTE

**YOU HAVE PERMISSION TO SELL THIS REPORT,
GIVE IT AWAY, OR BUNDLE IT WITH YOUR
OTHER PRODUCTS. YOU ARE ALSO FREE TO
PASS ON THESE RIGHTS TO OTHERS.**

You must not alter this report in any way!

Building An Income With PLR Special Reports

PLR, or Private Label Rights are pre-written material in various subjects that can be sold numerous times to many different buyers. People buy the PLR content and tweak them a little to make them match the website they plan to use them on.

Once you've purchased them, you can use them pretty much any way you please. They can be used in so many different ways; why not make the most of it and earn some income with this convenient and inexpensive content.

PLR content can be found in various forms. Each site specializing in PLR offer different types, but generally you can find them in packages of articles, eBooks, templates, audio content and- of course- Special Reports.

Special Reports are one of the many types of PLR content you can purchase.

Where Can You Get PLR Reports?

“At The Special Report Club Of Course!”

With the [Special Report Club](#) you get access to all this each month:

- 2000+ word PLR special report
- Mp3 Audio Recording
- eCover Graphic
- A Mini Sales Letter
- List Of Affiliate Programs To Promote
- 5 Pre-Written Forum/Email Signatures
- 5 Pre-Written Pay-Per-Click Ads
- List Of Keywords
- Monthly Business Building Report & Audio
- Step-By-Step Guide To Getting Started With Your Information Products Business
- How-To Business Guide
- Bonus Goodies (like software, extra plr reports, etc.)

Grab your private label rights special reports now from the [Special Report Club](#)

Here's how you can benefit from them and build income for yourself:

How To Use PLR Special Reports To Make Money

PLR Special Reports generally come about 5-15 pages long and provide information on just about any topic you need. Search sites that provide PLR Reports and find some that are written with the same topic as your site.

For example, if your site's theme on green living. You can find a PLR report that provides some information related to that topic. Once you have one in your site's topic, you're ready to go. Now, the next step is to find out what you want to do with it. Here are some effective ways to make money from them:

Sell them as a Report for your site- Most sites that sell PLR material also sell the rights to the content. Each site can be different, so you'll have to check before purchasing. If you have the rights with your material, then simply change up the report a bit to make it personalized to your website.

You can even add links to your products or business sites to help drive more traffic to them. Build some credibility and rapport with your website visitors to gain some trust from them, so they will be more willing to purchase from you in the future.

Offer them for FREE- People love things that are free. Especially if it provides some good informative material for the topic they were searching for. Gain potential customers attention quickly and easy by simply placing a sign up feature prominently placed on your website landing pages.

Giving away something for free helps to build a lasting relationship between you and your potential customers. If you provide good material, they start to see you as a trustworthy individual and be more willing to purchase from you when they need what you're offering. They might even refer you on to other people.

This also helps you build a good opt- in email list to start an email marketing campaign. Most internet marketers know that these opt-in lists help them keep in touch with their visitors, to keep their business fresh in the recipient's minds.

Put them on the chopping block- Special reports have some different sections or chapters within them. These chapters can be used as articles to keep your website fresh and updated with content, which makes the search engines happy.

Each PLR report you buy can have the potential for at least 4-5 articles; sometimes more. It doesn't end there though. These same chapters can be used for newsletter articles and even blog posts.

E-Courses- Here's another easy way to make some money. The reports can simply be cut into a 5 day e-course of your choice. A lot of internet marketers, these days, are charging a huge amount for their e-courses.

If you have good reputation with your target audience, these e-courses can bring in quite a bit dough for you. Even if you only sell it for \$10-\$20, you can still earn a decent amount of money to more than pay for the special reports you buy, especially if the report contains tips on how to do something.

Even if you don't charge anything for your courses, you can still earn some income off them in a more indirect way. E-courses are an excellent way to build an opt-in email list to promote your products or services with newsletters or autoresponder messages.

People love to learn new things, so they turn to e-courses as a way to educate themselves on a certain topic they're searching for. Going back to the Green Living example, used earlier; if someone wanted to learn how to make their home more Green friendly, an e-course on ways to accomplish this would go over well.

Use it as bonus material- If you're planning to sell an eBook or guide on your site, a PLR report can be a great way to add bonus material to make your main product more valuable. You can raise the price of your eBook from what you originally intended to sell it for and tell your customers that the report is a free bonus.

You can also take the report and create an audio format with it. The written PLR report can be the transcript to go along with the audio. People love to receive different types of media formats; which will be provided with your audio and

written content. Your transcript of the audio becomes your 'free' bonus. (Remember people love things free!)

Bundle it with other reports or an e-book- If you buy a couple reports on the same type of topic and then bundle them together, you can have an instant eBook to sell for a higher price than you spent on the reports. EBooks sell for more money than the reports, so your profit potential can be quite high.

You will have to add some content to make them flow together, but the work should be minimal compared to having to write the whole thing yourself. Not to mention the fact that it would cost a whole lot less than paying someone else to write it for you. Pay less money- make more money. Great equation isn't it?

Another way to bundle them is if you have an existing eBook that you are planning to sell and want more content for. Add some content and attach the report into the eBook and Voila! You have a more desirable product to sell.

Where Can You Get PLR Reports?

“At The Special Report Club Of Course!”

With the [Special Report Club](#) you get access to all this each month:

- 2000+ word PLR special report
- Mp3 Audio Recording
- eCover Graphic
- A Mini Sales Letter
- List Of Affiliate Programs To Promote
- 5 Pre-Written Forum/Email Signatures
- 5 Pre-Written Pay-Per-Click Ads
- List Of Keywords
- Monthly Business Building Report & Audio
- Step-By-Step Guide To Getting Started With Your Information Products Business
- How-To Business Guide
- Bonus Goodies (like software, extra plr reports, etc.)

Grab your private label rights special reports now from the [Special Report Club](#)

Now That I Have My PLR reports, How Do I Edit Them?

Great! You've taken the steps to purchase PLR reports and now you want to use them to make money. It will be important to make sure you change them at least a little for the following reasons:

Search engines- Leaving them as is could make the search engines unhappy with your site. That report will most likely be sold many times, so you need to make yours more unique. If several people offer the same report without making changes, the search engines will pick up on it and probably won't index it when someone goes searching for information you're site is offering.

Professionalism- Reports are usually written to be general in a certain topic. You need to make it flow with your site so that it looks like you have written the material yourself. For example, let's say your site is about dog grooming tips for people with hectic lives. You provide a report that offers tips that take a phenomenal amount of time to perform. The report doesn't match what you're site is trying to say, so how can you look like a professional in the eyes of your potential customers?

Editing Process

Now that you know why it's important to edit your PLR reports before using them, let's talk about how to change them so you can get the most out of them for your site. Here are some effective ways to make them work for you:

Add your brand- If your site has a brand or a tagline that sets you apart from your competitors, you should place it within the report. It helps your visitors remember you when it comes time to buy. So, let's say that your site is about green living and your tagline is something like "We're the greenest site on earth!" Add that, within your report as, "You can find more information on this at the Greenest site on earth!" and provide a link to the site.

Make them conversational- People relate more to conversational style writing, because it comes across as if you're having a conversation with the person face to face. It's more interesting to them and they tend to read through all or most of it. To make your PLR report more conversational, simply take some of the section titles and change them to ask a question.

For example, let's say that your report has a section title that says, "Tips for Greener Living". You can change this up to ask a question, such as "How can I get into a greener lifestyle?" Not every section title needs to be a question, but make sure at least some of them are.

You can start off that section by adding a statement or two that will tell the reader they're going to get the answers to this question. "It's not that hard to do. Let's explore how you can achieve it with some tips."

Conversational writing grabs the attention of your readers and makes them want to read on; whereas blah statements tend to make them want to quit reading and move on to something else. If you're trying to sell them a product with your report, you will want them to keep reading, to get to your site links where they can click on through.

Adding personal experiences- This is a great way to personalize them to flow with your site. By adding a personal story or two in a few spots within the report; you can make it look like you wrote the whole report yourself. Uniqueness is key to your success, so by adding personal touches you can achieve that.

Maybe you have some examples to share with some of the points that are provided in the report. If they relate to your site, that's even better. You can embed your business into the reader's minds without them even realizing it. So, the next time a reader needs a product that you're offering, they can think of you.

Create different titles- If you're planning to cut the reports into articles or blog posts, you will want to cut them at chapter or section titles. Those titles may be good as a section title, but they may not make good headline titles for your articles or blogs. You need something more interesting to grab your reader's attention.

Change the titles to make them seem more like articles and no one, but you, will ever know that they came from a PLR report.

In Conclusion

This report has shown you how to build a decent income using PLR reports in many different ways. You will need to decide what you want to accomplish out of your business and how these reports will fit best for where you want to take your site.

Everyone has different ideas and not everything will work the same for each individual. It all depends on what your site is about, what you want to accomplish and how much work you ultimately put into it.

Making money from PLR Special Reports is not a make money quick or overnight type business. It will take some thought, planning and much hard-working sweat in order to get the results that you foresee for your business.

Those internet marketers, who have used this tool to make more income for their business, have all put a lot of effort into making them a success. If you want to follow in their shoes, expect to work just as hard as them. You will be glad that you did in the end, when you see how much income these PLR reports bring in for your business.

Don't Forget TO Grab Your PLR Reports!

Head Over To The [Special Report Club](#) Right Now!