



## Edmund Loh's Quick & Easy PLR Profit Tips

“Discover the Power Potential of Private Label Rights PLUS  
Quick & Easy Tips on How to Profit From Them!”

[www.PrivateLabelRightsGold.com](http://www.PrivateLabelRightsGold.com)

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## Hi & Welcome!

My name is **Edmund Loh** and thanks for picking up and investing your time in this special report.

As you probably know by now, **Private Label Rights** is a pretty lucrative yet more affordable alternative to doing business online, especially if you're in information marketing.

It's **fascinating** to note that while the practice of Private Labeling has been around since forever in the offline business scene, but became popular in the Internet Marketing arena only recently.

Yet it's **amazing** in a sense that, Private Label Rights are more abundant on the Internet than ever before, compared to just two short years ago!

Also **interesting** to note that today, you can find Private Label Content on just about any niche topics imaginable; it's no longer restricted to just Internet Marketing and business-related topics as more and more Internet Marketers and Entrepreneurs alike see the power and profit potential in Private Label Content.

*Thus this Special Report has been conceived.*

Throughout the coming pages, I will be sharing my tips on how you can quickly and easily re-brand and profit from Private Label Content, many of which I am practicing and pocketing **thousands and thousands** of dollars... from every tactic and strategy I've implemented! 😊

Note however: this is by no means a guarantee of income. You could be doing better or worse (**preferably better**, of course!) So here goes! 😊

## THE PLR GLOSSARY

1. **Non-Transferable PLR** - this means that you cannot resell or give away the Private Label Rights to anyone else, including your customers.
2. **PLR & Master Rights** - you are also allowed to pass on and/or resell the product's Source Code/PLR to your customers.
3. **No Restriction PLR** - as it is self-explanatory, you are free to do just about anything with the Private Label Content. The usage is often almost as unlimited as Public Domain works.

## TIPS ON HOW TO QUICKLY EDIT PLR CONTENT

1. **Gather a small collection of Private Label Content on the same topic, and then cut out snippets** or best chapters from different PLR content and merge into one unique Info Product.
2. **Convert "Big Book" Private Label Rights into a tips-oriented E-Book.** Transform elaborated content into point forms for easier reader digest.
3. **Add your own Author Resource page** to the beginning or end of the Info Product.
4. **Throw in your own expert opinions** at certain parts of the contents. It doesn't have to be several pages; a few lines or a couple of paragraphs would suffice.
5. **Compile and organize a series of key Private Label Articles** into a unique paid E-Book.

## TIPS ON INVESTING IN PLR CONTENT

1. **Always conduct a research on the demand for the information first before purchasing any Private Label Content.** If there is no demand, there is absolutely no use and profit in buying Private Label information in the first place.
2. **Make doubly sure that the PLR product comes ready with sales copy and thank you page,** especially if it is an E-Book, audio/video, script or software. It will definitely save you at least hundreds (or thousands) of dollars from hiring a copywriter since you can just edit the sales copy.
3. **While quality matters, quantity matters just as much when it comes to Private Label Content.** It doesn't mean that you should be expecting hundreds of pages per se, but at the same time you wouldn't want to be blowing a few hundred dollars on an 11-page content!
4. **It would be an additional PLUS if the E-Cover to the digital products comes in its Source File,** usually Photoshop Source Document (PSD) so you can easily edit the E-Cover i.e. change the title, change the color, background, etc.
5. **Always study the terms and conditions of the Private Label Rights before using.** Remember that not all PLR content are created equal thus different PLR authors offer their PLR products under different rules.

## TIPS ON HOW TO BRAND YOUR PLR CONTENT

1. **Add your own name to the product title.** For example: "E-zine Publishing Mastery" -> "John Doe's E-zine Publishing Mastery"

2. **Design and use a distinct logo or design for all of the Info Product that you private label.** Make it a habit to always use it on all of your E-Covers.
3. **If you do not feel comfortable using your own name in the title, consider coming up with a common brand for all of your Info Products.** Many published books like the Dummies and Idiots series leverage greatly on the power of branding, as it instills a powerful memory in customers and potential customers.

## TIPS ON MAKING MONEY FROM PLR

1. **Insert affiliate links into your Info Product.** You can make them stand out further by inserting "Johnson boxes" throughout the contents as, say, "Recommended Resources".
2. If you're already going to sell an Info Product, here's your chance at making a further kill: **as soon as your customer pays for the main product, up-sell further** with a group of complimentary products (of course, private labeled like the main product). If you could convert every 20 out of 100 customers through the up-sell, won't that be a 20% boost to what you are already earning, for very little effort? :-)
3. **Don't forget to monetize your Thank You Page with affiliate recommendations** or if you're all ready to snap up all the sales, throw in other Private Labeled products by you.
4. **Come up with a barrage of free reports which you Private Label.** They don't have to be long and fluffy; 8 - 12 pages each would suffice. Be doubly sure that each free report has a link back to your website in which you can capture leads before you start distributing it away to E-Book directories and better still, membership sites in your niche. Watch the leads pour in! 😊

5. **Not game for free reports and want to make money right away?** Don't give them away for free; beef up your E-Books and offer Master Resell Rights instead before selling them. They will be eventually resold by your customers and become viral. With your name and URL on those E-Books, this will just shoot you to Internet Marketing stardom!
  
6. **If you're an avid collector of Private Label Rights, and if you are allowed to resell them, you can very well start a paid membership site and charge a fee to your members for downloading them.** This is done quite competitively, but there's still plenty of money to be made here!  
😊

## Wrapping Up...

This is **Edmund Loh** here again. I trust you've enjoyed reading this Special Report. While this is a free report, I hope that you don't discount the profit potential that each tip shared could possibly bring.

You don't have to be carrying each and every tip discussed, though the more the better for you, as it can help you save time and effort in pursuit of making more money from Private Label Content, as do Top Internet Marketers from around the world. 😊

I also trust that these ideas have inspired you in more positive ways than one, as it has for me.

**So All The Best To You... And Have Fun Making Money  
From Private Label Content! 😊**

Warm Regards,

*Edmund Loh*

[www.privatelabelrightsgold.com](http://www.privatelabelrightsgold.com)

Get Ready For The Final Showdown on September 3rd 2007...

## PLRGold Master Rights Pack 5

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**D**ear Professional Marketer,

When PLRGold Master Rights Pack 5 goes live on **3rd September 2007** for the fifth and final showdown, and what you are about to see on this page will simply blow your mind away, and possibly put a stamp into the history of Internet Marketing.

If you have been in business online for some time now, I'm sure you know that **the more products you have means the more streams of income** you can generate. While selling digital products online is a pretty **lucrative** business, you and I also know that **product development** can prove to be more of a problem than a challenge.

But how would **YOU** like to be in business - **make that, MULTIPLE businesses?**

And how would you like to wake up the next morning to **find your Inbox stuffed with sales records** after launching your **new** TOP quality products that people are **hungry** to pay for in **masses**? The **BEST** part is that you need not have to create the products from scratch, chalk your own selling masterpiece and design your own graphics with skills your art teacher probably had deemed "ugly" way back in school.

***That's what PLRGold Master Rights Pack 5 is all about.***

Eight months of intensive product development and tens of thousands of dollars invested into this ultimate collection of potential HOT sellers...

... And You Can Rake Your Profits From These Products **IN YOUR NAME!**

**If You Think That This Is The BEST Case Scenario That Could Ever Happen To You And Want To Be Part Of It, You Owe It To Yourself To Click Here Now!**

(You must be online to visit this website)

Warm Regards,



-- Edmund Loh,  
PrivateLabelRightsGold.com

**P.S.** Check out the praises and testimonials from happy PLRGold customers:-

"You Manage To Up The Ante And Deliver More and More Value Each Time!"

-- **Simon Hodgkinson,**  
[www.InfoClicks.co.uk](http://www.InfoClicks.co.uk)

"In Just 2 Weeks I've Already Gotten Nearly 1000% Return On Investment!"

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-- **Jeremy Gislason,**  
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