

# WHITE LABEL PROFIT PLAN

PROVEN STRATEGIES TO MAKING MONEY  
WITH WHITE LABEL LICENSING!



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# Introduction

If you want to reach the kind of income you've been dreaming of, selling your own information products is one of the **fastest and easiest** ways to get started.

With your very own info-products, you set the price and control the costs of creating the product yourself. Better yet, you'll be able to build a brand as a quality content provider, and an expert in your niche without having to go through a difficult learning curve or spending months researching markets.

But it gets even better!

With white label and private label products, there's no limit to the number of markets you venture into! You'll be able to start making money in countless niches quickly and easily!

And since you'll be using private label content as the foundation for your online business, you won't have the high costs typically involved in product creation, such as outsourcing content to seasoned writers.

Instead, you'll be able to deliver in-demand content to your customers instantly, without spending any time on product creation or development!

So, without further delay, let's take a closer look at how you can start to make money exploiting one of the easiest ways to skyrocket your income while minimizing your workload.

***PLR and white label means you're working smarter, not harder.***

So, let's get started!

# How Private Label Works

PLR, which stands for “private label rights” is content developed by other people who share rights with those who purchase a “resell license”. In other words, you are given a license to resell content at your own prices, and under your own brand.

***You become an instant info product creator!***

Both private label and white label products comes in many different forms, including reports, ebooks and even software, scripts, Wordpress plugins, graphics, templates and all-inclusive video training packages!

## **White Label vs. Private Label**

There are two main types of product licensing when it comes to selling products that other people have created. They’re similar, but slightly different, so it’s important to know the difference.

**Private label rights** (PLR) products are those that have been created by other people, and you purchase them for a relatively low price, and

then you can edit them, change the name, claim you created them, and sell them for any price you wish.

Within the PLR marketplace, you will find many different licensing offers, some allowing you to resell the content AND the rights to others, while other licensing prevents any distribution or transfer of rights, meaning that you can only resell PERSONAL copies of the product.

This is quite often the most valuable license of all because you can rest assured that the product will be limited in distribution, and not quickly saturated within the market. Stricter licensing rights also means less competition as you will be one of only a few people to ever have the rights to resell or distribute the material.

**White label** is slightly different. Instead of having to spend time editing a product, setting up a website to sell it, and handling payments, refunds, delivery, etc., you market a product someone else created, but it's done under YOUR name, as if it were YOUR product.

Depending on the license, you may still have to handle payments yourself, and provide customer service, support, and manage refunds.

Sometimes a lot of that will be done for you, similar in the way you'd promote an affiliate product. The main difference is that you pay an upfront fee for white label rights, and you can generate a lot more money than you would if you promoted the product as an affiliate.

You also get all the benefits of having your own product, especially building your own brand and reputation, instead of someone else's, but without all the hassles associated with product creation.

When you sell a white label product, you usually get to keep all, or most of the sale price, but usually with an upfront fee involved. After this initial investment, which is usually considerably less than it would be to create the product on your own, **you keep all of the profits.**

Both white label and private label products can be extremely profitable, allowing you to build your name without having to create your own products. It just doesn't get any easier!

# Sourcing Products

There are many different places to source white label and PLR products. If you're in a niche market, it may be more difficult because there's no one place to source a wide variety of white label products. You'll have to contact individual product sellers and inquire about acquiring rights.

However, if you're in marketing, it will be considerably easier, because there are lots of places to get great deals on white label and private label rights products.

A great place to start is with the products from IndigitalWorks.com:

<https://www.indigitalworks.com>

They have a lot of different products in sub-niches of the internet marketing niche, so you should be able to find something that will fit within your overall marketing plan.

You'll pay just one upfront fee, and then you can sell the products under your name, and keep 100% of the profits.

Another great way to source products in the internet marketing niche is by signing up for the email lists of all the most popular marketers. Many marketers offer white label rights to their products from time-to-time, and may offer PLR, or reseller rights as well.

### **Promoting Products**

Once you have sourced a product to promote, it's time to start selling it. The first thing you're going to want to do, before absolutely anything else, is to **carefully read your license**.

The terms of the license will dictate how you can sell the product, how you market it, how you price it, and a lot more. And the terms can vary wildly between different products, even from the same seller.

Once you've read the license, you'll know what you can and cannot do with the product, and you'll be ready to prepare to sell it.

If you're selling PLR, you will have to edit the document, graphics, and sales page, and upload everything to your own server. You may want to create your own unique graphics, rename the product, and put everything on its own domain. This is because some people, especially

in a narrow market like internet marketing, may have seen the original product being sold as PLR, which will make them less likely to buy.

If you are selling a white label product, it will quite possibly be hosted on the product creator's server, and you will promote it like you would an affiliate product, but the product will be in your name, and you will keep all or most of the profits.

### **Email List**

If you have an email list, that will be your best resource for promoting your product. You can send out an email to let your subscribers know you have a new product for sale, and explain exactly how it can benefit them.

PLR products are also great for building your list, because you can give them away as an incentive for people to subscribe.

Just be sure to check the license carefully, because many PLR products have **minimum pricing requirements**. However, a lot of PLR packages come with bonus reports that you CAN give away, so it's a good idea to

look for those if you're looking to build your list while also selling your own products.

## **Social Media**

Social media is another great way to promote PLR and white label products. You can use both free and paid social media marketing tactics to promote your product. Paid methods are more likely to produce quick results, because you are able to target the right people very easily, but free methods can work well too.

When using free social media marketing methods, it's important to understand that most people look unfavorably on people marketing too heavily, so it's critical that you first check the rules of any platform you're using and then check the overall tone as far as marketing goes.

For example, Reddit is notoriously harsh to marketers. That's not to say you can't market there, because you certainly can! But it's important to be very subtle with your marketing, and provide lots of real value with your posts.

Facebook groups can be fantastic places to market, because they often have hundreds, or even thousands of members, that are all focused on a particular niche.

However, many of them have rules that prohibit marketing, and others have very specific rules regarding how you can market to their members. Be sure to read their rules carefully and follow them so you don't get banned and hurt your reputation with their followers.

It's best, of course, to build your own social media following on various sites. Instead of marketing to other people's channels, you can simply market to your own. It will take some time to build a following, but once you do you will see results much faster than when you have to use other people's channels.

## **Partnerships**

Another great way to market your product is to form partnerships with other people in your niche and work together to market each other's products. This is called joint venture (JV), and can be quite profitable.

It's important to understand that most people won't respond to your request for a joint venture, especially if you don't have a big following yet, or you're not established in your market. Don't get discouraged! Instead, contact people who have a similar list size, or similar social media following, and ask if they'd like to work with you.

It might be easier to do this if you're in a niche outside internet marketing, because fewer people will be highly experienced and they will be more likely to agree to work with you.

However, it's certainly possible that some people, even in internet marketing, will agree to work with you if you have something to offer them, even if it isn't a large following.

After all, they probably remember what it was like when they first started. So don't be afraid to try, but don't take offense if some people don't respond or turn you down.

# Repurposing Content

While most people just use the content they buy as-is, or they edit it slightly before publishing, white label and private label content can be used in other ways, too, depending on the terms of the license. Let's take a look at a few alternative ways to use these types of products, other than directly selling them.

As always, be sure to check the terms of your license carefully to make sure you don't accidentally violate it!

## Bundles

One great way to repurpose PLR and white label content is to bundle it, or sell it together in a package deal. And yes, this can be done even with products that are hosted on the creator's servers, if the license allows it.

For example, you can create a sales page that lists all the products you are including with the package deal, and then manually send out access to everyone who purchases a bundle that includes something that resides on someone else's server. Then you can have a download page

for those items you can upload to your own server, and explain on the download page that access to the rest will be sent to them by email.

Be sure you're bundling content that complement each other. For example, you might want to bundle a video creation software that you've secured white label rights to with a guide on video marketing, and a package of royalty-free video clips and music that people can use to create their videos.

You don't want to just throw a bunch of products together that don't extend the value of the primary offer, because people will be confused and unhappy.

Instead, bundle products together so that they take a customer through the learning process, decrease the learning curve and help to simplify the training. Every product included in a bundle should extend the value and support one another.

**Tip:** Compilations should contain a variety of PLR and white label products that form a **collective training program**, so make sure that when you begin selecting products for your collection, that each one serves as a "module" or training lesson that covers a specific topic, and

that together, they form a complete training program.

## **Kindle Publishing**

Before we go any further in this section, you should know that you can NOT directly upload PLR products to Kindle or many other platforms. This is specifically prohibited by Amazon and many other online marketplaces. However, you CAN use PLR as a basis for books you publish on Kindle, as long as you modify the content so that it's somewhat unique.

Yes, this means you may have to do a complete rewrite of the content, however you'll already have all the information you need to write your book! All of the research has been done for you, providing you with a solid outline that'll cut down the time and effort needed to create something new.

You can also add content, combine different PLR products into one, and rework content so that it provides a new angle or an alternative strategy.

You could also consider taking several different white label products in a similar subject area and combining them into one longer book or training course that covers a broader topic.

For example, you could take several different social media PLR products and combine them into a complete bible of social marketing. You could also create individual tutorials just by segmenting private label content into individual training lessons.

### **Provide Additional Formats**

Another great way to repurpose PLR content into your own is to simply change the format. Turn videos into eBooks. Turn eBooks into videos. Turn everything into audio for a podcast.

By changing the format, you completely change the value of the product, because no one else will have that exact product. In addition, it immediately increases the value.

### **Membership Sites**

Memberships are another great way to repurpose PLR or white label content, because you can get a recurring fee instead of being paid just one time. But keep in mind that membership sites need to be updated regularly in order to keep members happy, so you'll need to make sure you have a steady supply of content in whatever niche you choose.

If you're looking to sell access to a done-for-you membership site, I highly recommend the resource available at:

<https://www.indigitalworks.com>

As an ALP Reseller, you're able to sell valuable memberships that give customers access to monthly lead magnet packages. These high-quality kits include custom content, autoresponders and even squeeze pages making it easy for them to build their lists!

ALP Resellers can set their own pricing and never have to worry about set up or updates because it's all done for you. Check it out!

If you're looking to set up your own membership site where you can sell your PLR and white label products, you'll want to look into Product Dyno, a powerful membership suite that makes it drop-dead easy to create a subscription-based site. It also protects individual product

pages or complete packages.

Here's the link: <http://www.ProductDyno.com>

### **Create Physical Products**

CreateSpace makes it very easy to publish books on Amazon with absolutely no startup costs involved. With CreateSpace, you can instantly turn PLR content into physical (or Kindle) books, pricing them anywhere from \$.99 to \$99!

I've been able to generate recurring payments from books I've sold on Amazon using this simple strategy for many years now, and while the quantity of books that you have in circulation throughout the Amazon marketplace will directly reflect your profit, even just submitting a handful at a time will instantly maximize your income!

Here's the distributor I use: <http://www.CreateSpace.com>

*CreateSpace will also take care of all the distribution work for you as well, from submitting the book into Amazon from assigning an ISBN to each book you create.*

## **Use Private Label White Label to Maximize Affiliate Sales**

One easy way to boost affiliate sales is by incorporating your affiliate links into the PLR and white label content you distribute.

For example, one strategy I've used for many years is in offering "direct download" material, so that instead of forcing a visitor to subscribe to my mailing list, I create pages on my blog where visitor's are able to download a series of PLR based reports and training guides. It's completely free and since I don't require an opt-in, visitors aren't forced to commit. Instead, they are introduced to my brand without any risks involved and then when they do subscribe to my list, I know they're already familiar with my products and are interested in my offers.

One way that I maximize affiliate sales to specific products is by tailoring my PLR content around the markets I'm promoting. On my download page, I would feature products in the same niche market that contain my affiliate links within the actual content itself, and in the resources section at the end of the book.

That way, in the event my report gets distributed or shared by those

downloading it, or it ends up going viral, my affiliate link is being seen by thousands of potential customers!

### **Using PLR To Create Killer Bonuses That Capture Attention**

Another powerful way to use PLR is to offer it as bonuses to people who buy a product through your affiliate link.

Many successful affiliate marketers offer bonus packages in order to entice people to buy through their affiliate link instead of someone else's. PLR and white label products make it easy for you to quickly create a unique bonus offer that ties in to the products you're promoting!

### **List Building with PLR**

You can also use white label and PLR content to build your landing pages and squeeze pages, as well as to power your autoresponder campaigns and email sequences.

PLR makes it exceptionally easy to deliver fresh, targeted content to your subscribers which will boost engagement and foster a relationship

between you and your subscriber base.

You can also use PLR articles, reports and eBooks to offer additional incentives on your squeeze page to entice visitors into subscribing to your newsletter! It's a great way to come up with new opt-in offers and bonuses!

# Conclusion

PLR and White Label content will save you an incredible amount of time and money, while helping you build a successful online business in as many niche markets as you choose.

The key is to purchase the **highest quality PLR** content possible, and to put your own spin on it so that your offer is different than anyone else's, and stands out in your niche.

Think of ways in which you can take white label content and transform it so that it provides additional value. Combine products together to create in-depth training course, repackage material so that it offers more value and customize and rebrand the graphics and other visual components so that it better reflects your brand.

While PLR and white label products will instantly cut down the workload involved in creating profitable information products, the people who make the most money from white label offers are those who spend a little bit of time making them their own.

You can do this!

To your success,