

Niche-10x

"Case Study" Video Training Summary:
Private Label Rights (PLR)

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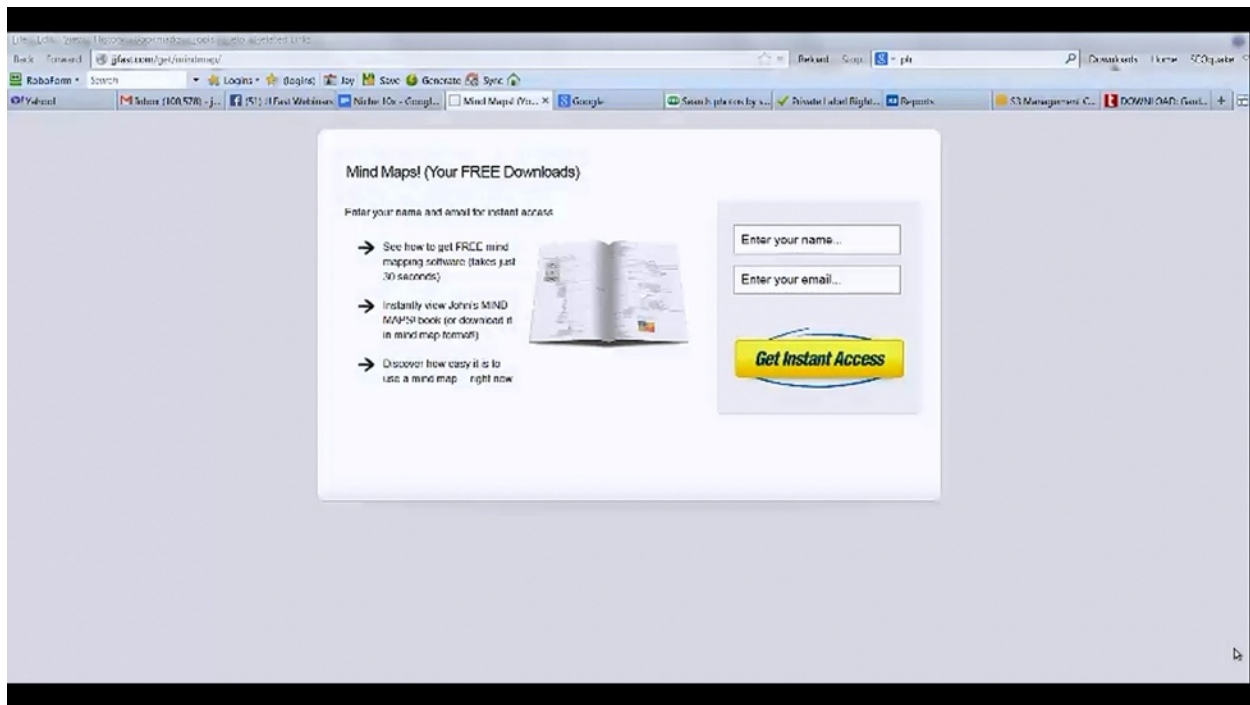
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Niche-10 "Case Study" – Private Label Rights



You have learned a little bit about building squeeze pages and how to use them to build your list in a particular niche. That is probably the best and most sustainable way to make money in any one of these underground niches. Get highly-targeted consumers on a list by using a squeeze page like this, and then you can do anything that you want to.

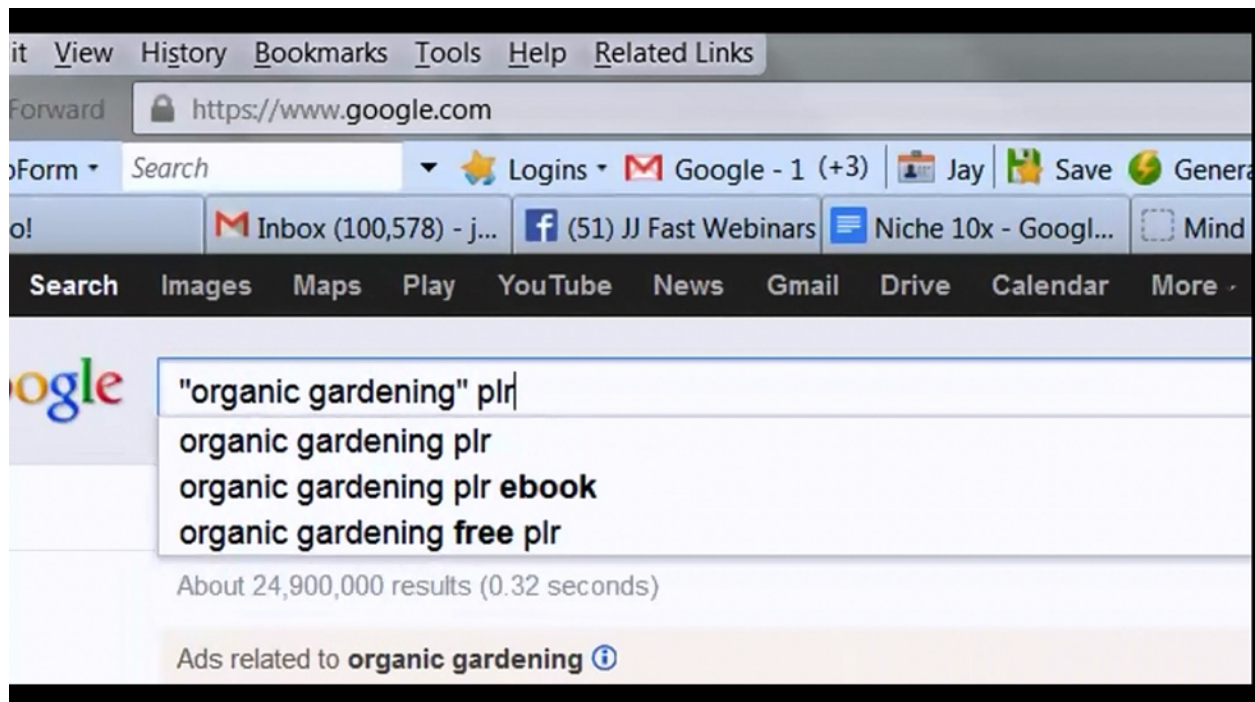
You can build relationships, you can send out more free stuff, and even send them promotions offering them more cool stuff. You already know what these customers are interested in, so you can very easily sell them more stuff as long as the products are related to the niche that they originally opted in for.

Above is an example of the squeeze page that the JJ Fast team is using to build a list of subscribers that are interested in learning about mind maps. This is a tiny little niche, but it has proven itself to have the potential to be very profitable. Many times there is gold in these tiny little niches.

When you consider creating a squeeze page of your own, you may say to yourself “What if I don’t have a free offer to give out?” You may not even have a product to sell, much less give away, that is related to the niche you have chosen. So, what do you do?

This happens to members of the JJ Fast team all of the time. They are not experts in all of the niches that they go after, but that doesn’t stop them from going after a niche they think will bring in a lot of sales. If it’s a subject they don’t know much about, then it is not easy to create a free report or anything else to give away. So, what do you do? In many cases, the solution to this problem is private label rights (PLR) material.

If you don’t know what PLR material is, you are not alone. Simply put, it is content of any kind that someone else has created but they are allowing you to put your name on, claim as your own, and rebrand. So, basically you’re getting an instant product for a small fee. This can pertain to just about anything, whether it is images, graphics, reports, stories, software, audios, videos, etc. For the most part, you are going to be able to find private PLR products that you’re going to be able to take and put your name on in almost any niche out there.



You can begin searching for PLR content by heading over to Google. Say, for example, you're in the organic gardening niche. When you search for your keyword, you will want to place it in quotations and then follow the keyword with 'PLR'. So in this case, you would search for "organic gardening" PLR. You can see this demonstrated in the picture above.

After hitting the search button, you will see that there are tons of PLR materials just waiting to be scooped up. You can purchase these instant products very cheaply. These are instant products that people are allowing you to purchase from them, and you can use them in any way that you wish. This includes using them for a free offer on your squeeze page. This is very valuable because a free offer such as this can get them on your mailing list. Once they are on your mailing list you can use the list to sell these consumers more and more products.

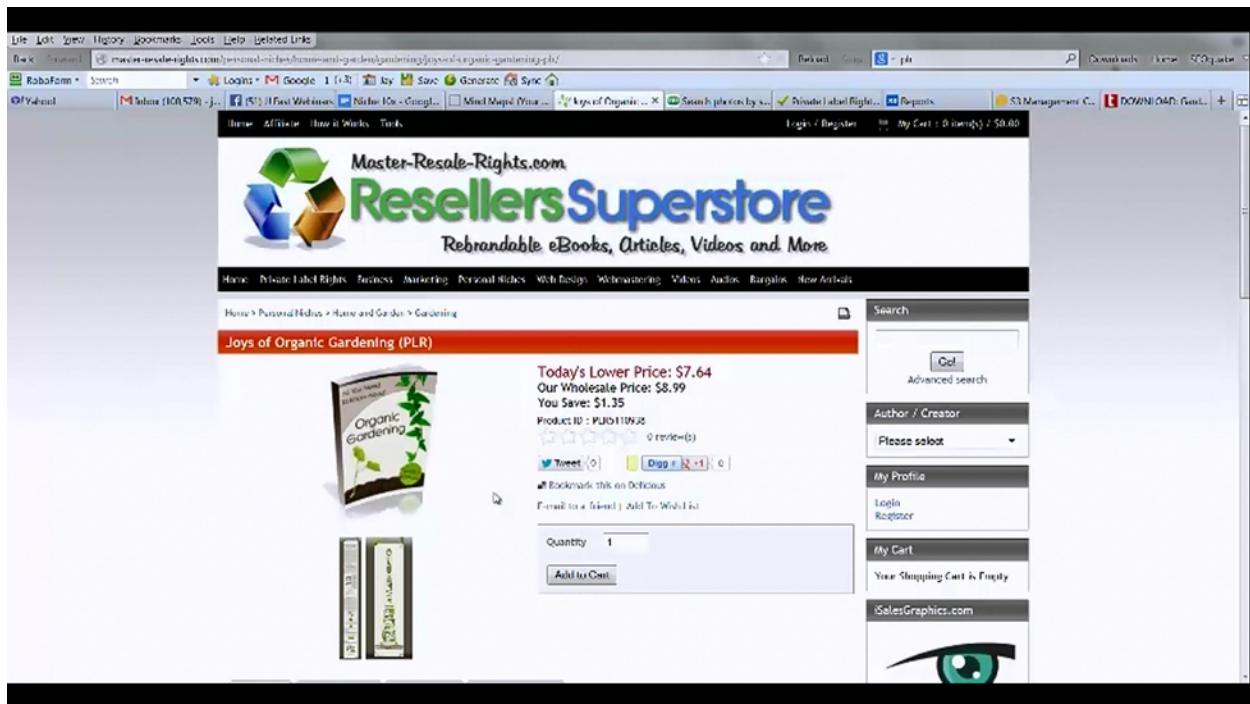
Once you get your list up and going, you could take some PLR material and create a new product out of it. In other words, you can actually sell the products you create out of the PLR materials as your own. Just look at some of the results that came up through the 'organic gardening' search. The first is an eBook called *Joys of Organic Gardening*. Next, there is a site full of organic gardening PLR articles.

There are even high-quality organic gardening videos that you can choose from. That's right. You can actually purchase the rights to videos. These could be used in any number of different ways, and they are all yours once you purchase the rights to them.

One thing that you can do is take a how-to instructional organic gardening video and offer it as a free bonus. This would seem like a great offer for anyone who is a fan of organic gardening. Remember, the more interested your audience is in your offer, the more likely they are to opt in to your list. Video PLR is probably the highest-valued PLR out there. That is simply because people love watching videos.

Another great thing about PLR video is that you can derive several different types of products from a single PLR video. For example, you can pull the audio out and offer an MP3 as your free offer or in addition to your free offer. You can also use

it as a standalone product. You can get the PLR video transcribed or summarized from the videos and create your own eBook out of it or your own special report.



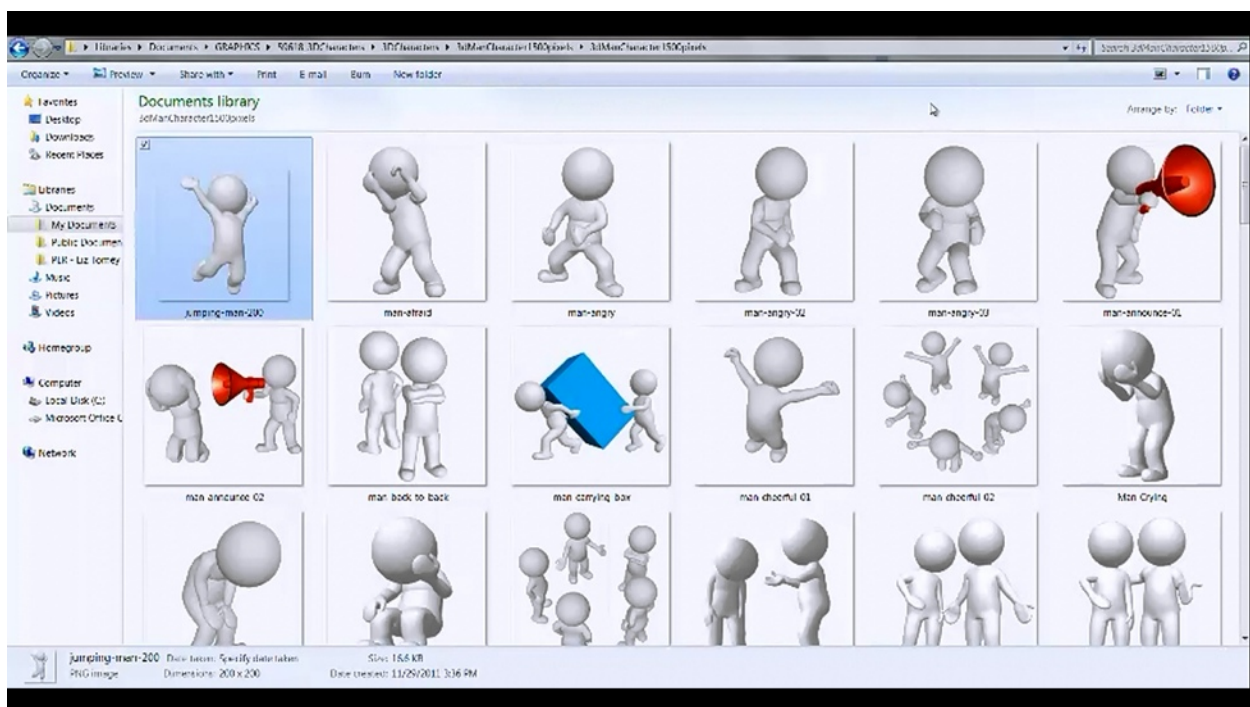
You would think that you would have to pay a lot for someone to just hand the rights of something over to you. In many cases, it is quite the contrary. Most of this content you can get for under \$10. For example, there is an organic gardening book being offered in the picture above. This can be yours to claim as your own for only \$7.64.

The only problem with using PLR is that sometimes you purchase it and you find it's not the best of quality. It is up to you to practice any kind of due diligence that you can. One thing that you can do is make sure that the product you are purchasing has been reviewed or recommended by somebody.

Many people who purchase PLR have had experiences where what they have purchased turned out to be total garbage, and therefore, could not be used at all. For example, you may purchase an eBook and then you can use it because it is just full of too many grammatical errors and mistakes. However, some PLR is of a super high-quality. That's the stuff that you're looking for.

Before you offer something of publish PLR material, take the time to makes sure it is something that you would be proud to put your name on and call your own. It should also be stuff that will help you to establish yourself as an expert in any niche. Purchasing a book and placing your face on the back will help you to establish yourself as an expert on the subject, by the way. In any case, you are looking for PLR that you would be proud to call your own.

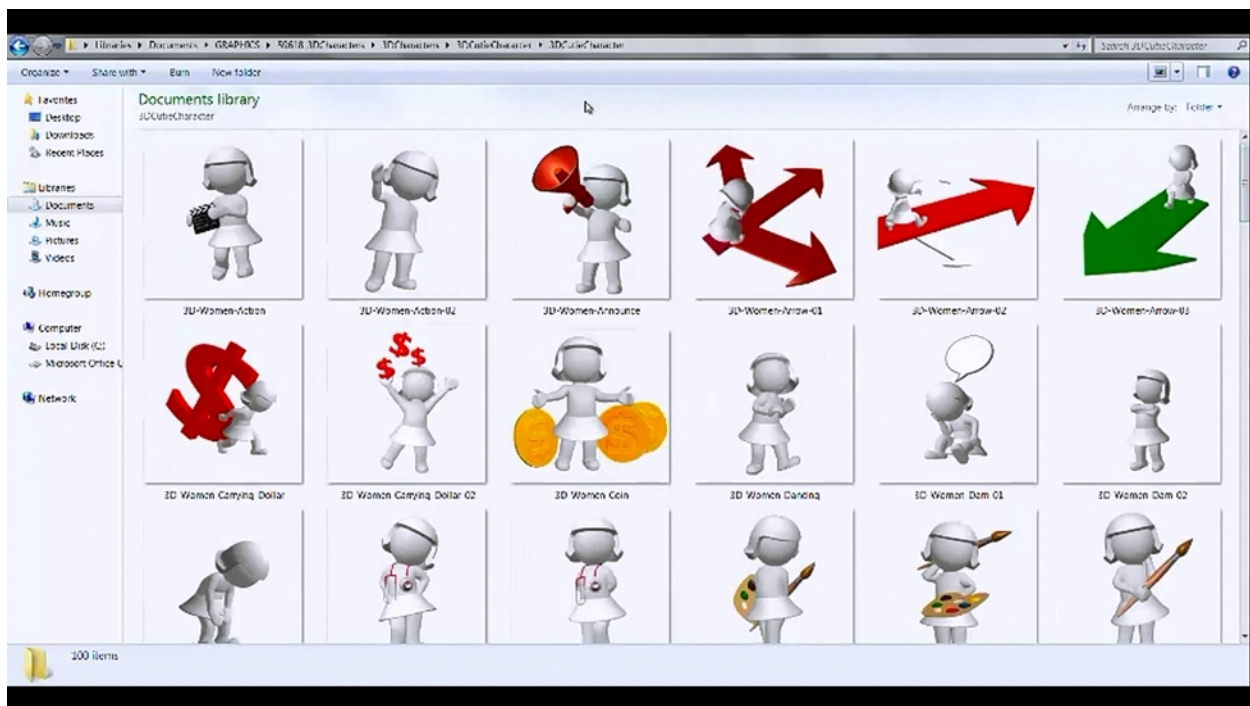
You may have to purchase two or three books on a particular subject in order to find the best one. Once again, all PLR is not created equal. However, for such a low price it is often worth the risk. It is really cheap enough that you could purchase a few different materials and just use what you find to be best. You can afford to shop around, find the best prices, and find the highest-quality PLR for your particular niche.



Above is an example of some PLR graphics that the JJ Fast team has purchased. The niche here is online graphic images. There are a lot of people who love these 3D animated characters. People especially love to put these on their blogs. They often use them to illustrate an emotion or an idea. The JJ Fast team uses them

often for PowerPoint presentations. You could even add these to your Facebook page.

In any case, the JJ Fast team bought a package of 100 of these graphics for \$7. They also purchased the rights to female versions of these characters, shown below. These images are super-cool and people love them, but this is another really specialized niche market; this isn't for everyone. Jay Boyer, of the JJ Fast team, has purchased rights to these images, which allows him to put his name on any of these. He could even resell them to other people if he wanted to.



This is actually of a tremendous value because if you go to a stock photo site, you will likely find similar images that will cost you \$3-\$5 apiece. So, to pay only \$7 for 200 of these vector graphics, that's a fantastic bargain. After purchasing some of these types of images, Jay sold almost 400 of these packages at \$7, and then he raised the price to \$17. He then sold another set of these packages, and he ended up making \$4,549 off of that.

Obviously, this wasn't the last time he did so. So, he has made a lot of money out of these private label rights products. These are no different than products that you can purchase right now to make profits of your own. You can either use them

as a product to resell as Jay did in the last example, or you can use them as a free offer to put on a squeeze page, capture leads, and build up your list in any niche. It is a fantastic strategy, and it is highly recommended that you give this a try.