# GODFATHER

# INSIDER TIPS TO BE THE "DON" OF PLR

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## Foreword

'To bring in revenue, drive content and pick up subscribers utilizing PLR you need to take a step back from the gang, and get intelligent, while sustaining confidence 'Content makes cyberspace go round.....and if you are an net marketer that means you have to produce the material, or pay somebody else to produce it for you.

This is either (or frequently both) time depleting and expensive.

...and its likewise where PLR content comes in (although it's not always the paragon solution - read on to discover why)Private label rights products are digital products like articles, e-books and reports that are sold to you in a way that you are able to easily alter them.

These days they commonly come with graphics, and sales pages supplied....although not all of the time.

Depending upon the 'license' that's issued with the PLR product, you are able to utilize the material in assorted ways - sell them to others as 'end users'. Or sell them to others to sell on again (resell or MRR), or you are able to break them up and utilize the material is different ways.

PLR is like having material ghostwritten for you.....except it's much less expensive as you have to share it with others, depending upon how many