

PLR Starter Pack Volume 1  
The Beginner



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## **Intro**

The Internet Marketing world has come a long way. To start an online business and compete in a pool of sharks requires wit, technical advantages and the ability to create and innovate. Thus, marketers are constantly coming up with more and more ways to stay on top of the trends and to dominate their marketplace.

To quote Richard Koch in his book – The Star Principles©, to build a truly profitable business, your business must have two traits. One, it must be in a fast growing niche. Two, you must be the market leader in your given niche. The same applies for the internet marketing world. We're going to see some big shifts in marketing and this book will show you how you can dominate your niche using PLR.

Are you excited yet? You should be.

Enter the world of Private Label Rights (PLR).

## **What is PLR?**

PLR stands for Private Label Rights. For simplicity's sake we shall refer to it as PLR from now on.

In the online business world, a product (usually an e-book, audio or video course) with Private label right means you can take the product, edit the contents and brand yourself as the author.

Which means – you literally OWN the product. You can do almost everything you want with it (subject to the rules set by the person who sold the PLR in the first place). But most of the time, you can do many things with PLR content to build and grow your online business.

Want to know more? Then head on to the next chapter!

## **Origins of PLR**

Picture this scenario – Ever wonder how did all the big chain supermarkets in the world all have their own line of cereal, washing detergent, soap etc.?

The Truth

Well the fact is, most of them get theirs from a big main supplier. Once they get their hands on the goods, they then modify the products by adding perfume, coloring, labels and packaging and voila!

Even back in the day, people knew how to create quality products in the shortest amount of time and make tons of money selling these products.