PLR
PROFIT
MACHINE

Table of Contents

Chapter #1: PLR – Definition and Uses

This course exhibits the power of PLR material and the benefits you can get from it. It is a comprehensive course showing how to become proficient and profitable with PLR products. The methods used in this course come from experience and actual teachings to ensure that everything taught here are feasible. Now, let us get started.

1) What is PLR About?

Simply put, PLR material is content, which you can utilize as if you were the one who created it. In truth, another individual has done every task, making your job easier specifically in establishing and marketing information necessary in selling a product or service online.

2) Uses of PLR Material

Most often than not, PLR material or content includes a Word document, which you can revise, edit, or reorganize depending on your preference. You then put your name on it to make it appear you worked on it yourself. You can also obtain a graphics package that includes "raw" files or PSD. This package can also be edited so you can put your name on the product. In addition, PLR material or content can be used in creating content for your blogs, newsletters, and websites. It can also be an exceptional research or reference material. You can repackage the PLR material or content into a physical product, a video/audio series, or any other way you can imagine.

3) Types of PLR Material

PLR material is mostly in the form of a Word document, which you can revise or edit. On the other hand, it can also be in the form of other products such as video

sales templates, scripts, graphics packages, article packages, software products, or just about anything with the source code.

Although PLR material is commonly used in Internet marketing, many companies are also providing PLR products to merchandisers, supermarkets, and various stores. You usually see supermarkets having the own brand of food products. These supermarkets make use of PLR material for establishing their own line or label.

4) Choosing the Best Types of PLR Material

Typically, you may want to choose a PLR material that has no restriction rights. This simply implies choosing PLR material in which you can do anything. You only have to choose the right PLR material that will not implicate any issue or complication in the future such as copyright matters. As such, you have to search for PLR material with unrestricted rights to avoid hurdles upon using it.

5) Restrictions of PLR Material

The most common restriction found in PLR material is not being allowed to label it as your own. Others would not allow you to add the PLR product to auction sites, membership sites, or giveaway events among others. The creators of such PLR material does more harm than good for you even if they appear to be helping through their restrictions on product distribution. The essence of an unrestricted PLR material is to allow users to make the product as their own and be able to do anything with it.

Chapter #2: Common Mistakes in Using PLR Material

Many people who have not become successful in their use of PLR material say that it is just a waste of time. This is the usual case with people doing things wrongly with PLR material. Thus, it is just right to discuss the most common mistakes people do when harnessing the capability of PLR material so you can avoid committing the same mistakes.

Mistake 1: **Not Putting Your Stamp on the PLR Product to Make it Your Own**

Say, you chose a PLR material and decided to resell it as your own product. The first thing that you do is to put your label or name on it, upload it on the Web, and start marketing it. This is exactly the same mistake that 99% of sellers do; thus, they fail in using PLR material. The basic goal when using PLR material is being able to stand out from the rest of the sellers. You can do this by renaming and revising your product as well as your sales page. Get new graphics to give the product a fresh look.

Mistake 2: **Using or Creating Poor Quality Graphics on PLR Material**

Although it is just natural for you to provide graphics on your PLR product, you do not want to use them for the same reason mentioned above. The key is to stand out from the rest and you can do that by changing or creating new graphics. On the other hand, it is not for you to judge whether you have created an appropriate set of graphics for the product but your target market. Simply stated, you will know if your graphics are good if they appeal to your target market. Thus, it is much safer to let a professional graphics designer to the job. You would not want to have an equation that says:

Poor graphics = not-so-impressive product