NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #18

5 STEPS TO BUYING PLR TO CREATE YOUR FREE OFFER

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Is PLR (private label rights) content still popular?

You bet it is!

And that's because it's still the fastest, easiest and most affordable way to get your hands-on high-quality content.

But there's a problem...

There are a lot of PLR vendors online. If you want to get top-quality content, then you can't just toss a dart out into the ether and expect to get good results. That's why you'll want to follow these five simple steps for finding and buying the very best PLR online.

Step 1: Determine Your Needs

The first thing you need to do is figure out what you want and need in terms of PLR content. To help you figure it out, ask yourself these questions:

- ✔ What niche? And what specific topics do you need?
- ✔ How do you intend to use the content? For example, are you going to sell it? Use it for traffic generation? Upload it into an autoresponder? Use it for lead magnets? Post it on your blog? Use it for social media content? Etc.
- ✔ Do you plan on tweaking the content? If so, how much? Generally, you should modify all content at least a little bit. However, to what extent do you plan to modify it?

  For example, are you going to put it in a completely new format (such as creating a video out of text content)?

As you answer these questions, be as specific as possible.

For example, perhaps you plan on using PLR content mainly to create blog articles and email newsletters. In that case, you'd look for these types of PLR:

- ✔ Blog posts.
- ✔ Articles.
- ✔ Emails.
- ✔ Reports where you can pull out excerpts to create articles.
- ✔ Ebooks where you can pull out excerpts to create articles.
- ✔ Short content (such as social media posts) that you can compile to create articles.

That's just one example. Obviously, your own needs will determine what to look for in terms of quantity and type of PLR.

Once you know exactly what you need, then you'll be in a position to start shopping around for content. That's next...

Step 2: Look for PLR Sellers

Now you need to start creating a potential list of PLR content that you'd like to buy, and that means you need to look for PLR sellers. Here are three good ways to do it:

Go Straight to Reliable Vendors

If you've purchased PLR content in the past and you were happy with it, then add these vendors to your list. Even if they don't personally sell the type of PLR you're looking for now, you'll still want to add them to your list.

Why?

Because most PLR sellers have their pulse on the finger of the industry. So even if they don't personally sell a particular kind of PLR, they probably know someone who does. Be sure to ask them to provide their affiliate link when they direct you so that they get a commission for their efforts.

Another option is to go straight to the man who launched the entire PLR industry: Jimmy D. Brown. Jimmy continues to put out a variety of high-quality content and offers, which you can see at www.profitsvault.com and www.PrimePLR.com.

Run a Google Search

To add to your list of potential sellers, your next step is to search Google.

Below you'll find some search strings to enter to uncover PLR vendors. To narrow down your results you can include your particular niche search terms (such as "gardening"). Here is the example search terms. Note that you should use both "PLR" and "private label rights" in your searches, but for simplicity's sake I'm not listing all combinations below:

- ✔ PLR
- ✔ PLR content
- ✔ Private label rights
- ✔ Private label rights content
- ✔ PLR articles
- ✔ PLR reports
- ✔ PLR ebooks
- ✔ PLR blog posts
- ✔ PLR emails
- ✔ PLR videos
- ✔ PLR audios
- ✔ PLR multimedia
- ✔ Best private label rights
- ✔ PLR sellers
- ✔ PLR vendors
- ✔ PLR providers
- ✔ PLR content providers
- ✔ List of top PLR
- ✔ PLR reviews

Note: Be sure to check the sponsored ads in Google alongside the regular search results as you complete these searches.

Ask Your Network

Poll your audience and colleagues on your blog, via your social media accounts and through email to find out where they go to get highquality PLR in your niche.

Step 3: Research These Sellers

At this point you should have a pretty big list of potential vendors, but of course not every vendor is worth of your consideration. So below you'll find a quick checklist of what factors to look for when choosing vendors.

NOTE: If you don't know much about a particular seller, then you'll need to do your due diligence. In other words, research the vendor's name and business name in Google to find out more about the following factors.

- **Good reputation in the niche with customers.** Consider it a red flag if you see a pattern of customer complaints such as not honoring a refund or other poor customer service practices.
- **Good reputation in the niche with affiliates and business partners.** Consider it a red flag if a vendor has problems honoring agreements with business partners. (E.G., not paying affiliates.)
- **Established, longtime business.** You should be looking for someone who's been in business for several years. That way you know they'll be around for the long haul to enforce the terms of their license (which protects your investment).
- **Good first impression.** These days it's very easy to create a professional-looking website, even without tech knowledge. For example, almost anyone can install WordPress, choose a professional theme and put their best foot forward. Point is, if someone doesn't have a professional site, then it makes you wonder where else they may have cut corners with regards to their PLR content.

Step 4: Review the Content and Offer

Once you're satisfied that the seller has a good reputation, then it's time to look at the content and the offer itself. Here are the questions you'll want to be able to answer before you jump on an offer:

- **Is the content well-written and well-researched?** If you don't see any samples offered, then ask for them. You might also ask for samples of past content, just so that you can judge consistency and quality over time.

TIP: Be sure to fact-check the samples for accuracy. Well-written content is worthless if it's not also well-researched and accurate.

TIP: If this is a sample from the current package being offered, then do two things.

First, find out when this package was released. Secondly, search for an excerpt of this sample in Google.

If you see instances of this sample online BEFORE the release date of the PLR licenses, and this content was not published by the vendor, then consider that a red flag. You may want to inquire directly with the vendor to find out why this content was already in use before the release date of the package.

- **What format is the content offered?** Make sure that all pieces of the package are editable. Naturally, they should be in a common format that you can access, such as .doc or .txt.
- **Does the offer include extras?** These extra may include items such as sales letters, ads, solo emails, website themes, graphics, and so on. In other words, if you plan on selling this content, then check if it's a "business in a box" package that gives you everything you need to start taking orders right away.
- **Who created the content?** Did the vendor personally create it? Did he or she outsource? If this person outsourced, how do they know the content is original and not going to incur legal problems such as copyright infringement?
- **What is the price?** Be sure to compare the price with other similar offers in the niche. Don't shop around just based on price, but you can throw it into the mix as a factor to consider.

Step 5: Check the License

Before you select one or more PLR offers that you want to take advantage of, you'll need to check the licensing terms to find out what all you can do with the content

This is important. Don't assume that all private label rights licensing is the same. Some sellers may even have different definitions for PLR, so read the licenses carefully to be sure the terms are agreeable with your business model.

Here are questions you'll need to answer before purchasing a PLR offer:

- **How many licenses are being offered?** A good PLR offer should have a maximum cap on the number of licenses offered (assuming the licenses aren't transferable). The lower the number of licenses that are available, the more valuable your content, and the higher the price tag for the offer.
- **Is the PLR license transferable?** Read the terms very carefully here. If the PLR license isn't transferable, it means that whatever number of licenses that are being sold are the ONLY licenses that will ever be sold. So if there are 500 licenses available, then the maximum number of people with rights to the content will be 500.
- **On the other hand, if 500 transferable licenses are being sold, then you can't predict how many people** will end up with rights to the content. There could be tens of thousands of people who all have the rights to the content.
- **Point is, if you don't intend to do a whole lot of rewriting,** then stick to offers with nontransferable licenses and low caps on the total number of licenses available. That way you won't have much competition.
- **What are the terms with regards to modifications?** Again, make sure that you have the legal right to use this content in the way you want to use it. For example:
    - Can you turn the content into another format, such as text content into a video?
    - Can you turn digital content into a published book?
    - Is there a certain percentage that you're absolutely required to modify before you can use the content?
- **What are the terms with regards to putting your name as the author?** For example, do you need to modify the content a certain percentage before you can claim authorship? Or, conversely, are you required to remove the original author's name whether you modify it or not?.

TIP: This last point is important if you want to buy content from a well-known name in the market in hopes of using their branding to make the sale. If you're required to remove their name, then you won't get any branding benefits.

- **What are the terms for using the content? For example**:
  - Can you sell it?
  - Can you give it away?
  - Can you bundle it with other products?
  - Can you add it to a membership site?
  - Can you upload it to an autoresponder?
  - Can you post it on your blog?
  - Can you post it on social media?

Again, the key here is to look at whether the terms allow you to do what you want with the content. If you have any questions about the terms, be sure to write to the vendor and get the terms clarified. When you contact the vendor, use your specific examples about how you want to use the content so that you don't have any questions about whether your activities will be allowed.

And what happens if a vendor doesn't state any terms on the website?

Then run. Skip that offer. If a vendor doesn't offer terms for what is a legal agreement, then that's not someone with whom you want to do business. Plus, without terms there is nothing to enforce – and that means other sellers may devalue your license through their rogue activities.

Closing Thoughts

So, there you have it – you just discovered the five-step process for making sure that you only purchase the best and most high-quality PLR content this year.

Of course, you may have noticed something: researching vendors and content takes a lot of time if you're going to do it right. It's time well spent, as it can save you time, money and legal worries down the road. But you still need to find the time to do all the research.

The solution?

Get your PLR directly from Jimmy D. Brown. This is the guy who actually launched the entire PLR industry online, so he's been in business longer than anyone else. He's got two great offers for you:

www.profitsvault.com, which is a great package for anyone who is looking for a LOT of high-quality content at an amazing price.

www.primePLR.com, which is the "best of the best" when it comes to PLR. If you're a discriminating buyer, then you'll want to check out this site.

So, go ahead and save yourself time and money by checking out those two PLR links right now.

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Making money is urgent and important for All business. It's the key to financing your growth...

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NAMS
Novice to Advanced Marketing System

- Weekly Mastermind Call – What's working
- 30-Day Challenges – 12 months essential topics
- Insiders Facebook Group – active peer community
- PLD Articles – articles, report and ecourse each month
- Audio & Graphics Gallery
- Micro Workshops – nearly 2 dozen training sessions
- Tutorial Library – Tech tool & process tutorials
- Custom Tutorials – 18 essential tools tutorials
- Custom Marketing Suite Software including site builder,
- video management, tracking, quiz engine
- And much more...