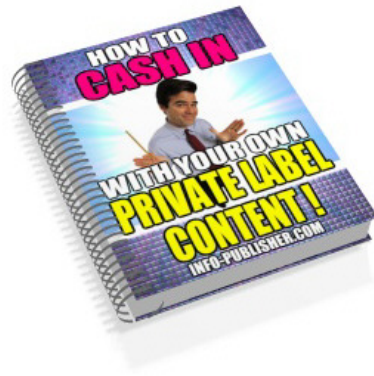


How To **Cash In** With Your Own Private Label Content

© **Info-publisher.com 2005 All Rights Reserved**



Copyright © 2005 by Simon Hodgkinson. All Rights Reserved.

Unauthorized duplication or distribution of this material in any form is strictly prohibited. Violators will be prosecuted to the fullest extent of the law.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission from the author/publisher.

The author, publisher, and distributor of this product assume no responsibility for the use or misuse of this product, or for any injury, damage and/or financial loss sustained to persons or property as a result of using this report. While every effort has been made to ensure reliability of the information within, the liability, negligence or otherwise, or from any use, misuse or abuse of the operation of any methods, strategies, instructions or ideas contained in the material herein is the sole responsibility of the reader.

The reader is encouraged to seek competent legal and accounting advice before engaging in any business activity.

NOTICE: You now own the FULL MASTER RESELL RIGHTS to this book and it may be re-sold, packaged or added to membership sites as you wish. RRP: \$9.95

YOU MAY NOT CHANGE THE CONTENT IN ANY WAY.

- - - ANNOUNCEMENT - - -



It's been a LONG time since I've been this excited over something in the "internet marketing" world.

My friend (and long-time mentor) Jimmy D. Brown has just launched a new membership site called "**List and Traffic**".

He's done some very interesting things with this subscription site that I just want to briefly mention.

1. Video training. Jimmy has included a set of video tutorials that teach you list-building and traffic generation. And the content is superb! Stuff no one else teaches - brand new, original strategies. (*You also get the MP3 version, PDF transcripts and PDF checklists to print out and walk through the steps to grow your lists and traffic*)

2. Recurring commissions. Members are automatically enrolled in the private affiliate program for the new site - you earn 50% commission EVERY MONTH for as long as the members you refer remain active. (The site is converting like crazy ... so it's an easy sale for you!)

3. Bonus resources. This isn't something that Jimmy advertises at the site, but there is a BONUS resource area inside the member's area loaded with original articles, reports and other materials to help you grow your business. Keep that to yourself as it's not "public knowledge" at this point.

Want to know the best part? The whole thing is only \$10.

I'm not sure how many members he is going to allow into the site, so I'd recommend you drop by now and take a closer look before he locks the doors. (Remember, his Nicheology site? It sold out in 3 days!)

Check it out at <http://www.ListAndTraffic.com>

How To **Cash In** With Your Own Private Label Content

This year, the 'buzz' word on the internet marketing scene was NICHE.

Now, marketers are looking for something new they can not only sell, but call their very own in the months ahead!

Enter the NEW buzz words **PRIVATE LABEL CONTENT**.

With the introduction of Private Label Content comes the renewed affirmation that **ANYONE** can successfully sell information online.

Even YOU! And I'm going to tell you just how to do it in this special report.

In fact, this is so incredibly **EASY** to do, I myself have done this, made a nice chunk of change doing it, and continue to do it. And if a person like me, who DREADS the mere THOUGHT of writing can profit from creating Private Label Content, absolutely anybody can.

You must believe that you CAN do this before getting into writing up your own content.

First things first. Let me tell you what Private Label Content is.

When one refers to something being a 'Private Label' product, it is a product that can be claimed as one's own creation, **even though it was created by another individual or company.**

For example, when you walk into your corner grocery store and you decide to buy the store brand can of beans in place of a more well known company's brand of beans in order to save yourself a few cents.

That is the concept behind digital information Private Label Content products.

Nothing too complicated :-)

You will have no doubt seen the Private Label phenomenon over the last month or so well it's growing fast and right now you can position yourself as an established provider of this kind of product if you act quick.

Don't sit back and think about it get started because **RIGHT NOW IS THE TIME TO BE DOING THIS!**

The marketing wave is coming be in a position to ride it.

SO HERE'S THE 'HOW TO'

Now, we will need 2 tools to use and you can get them 100% free.

The first tool you need when writing up your own private label content is a word processing program.

It can be as simple as Notepad or as useful as NoteTab:

<http://www.notetab.com/> (Click The Link For A FREE Download).

But whichever way you decide to go when writing up your own private label content, you must understand that creating it becomes much more than a matter of presentation!

Your future success will be determined by the quality of information you provide. And let me tell you, **quantity has nothing to do with quality**. Neither does visual presentation. Quantity and presentation are simply tools that help you sell your products. They do not help you create them. Only one thing known to man can do this. And it isn't something you can buy.

. Which leads us to the second tool you need. **Your Brain!**

It is your own personal knowledge bank that you have unrestricted, private access to all the original content held within it. Plus, it's an undrainable resource that has fresh new information deposited inside it on a constant basis.

There is no limit to what you can deposit inside your knowledge bank!
And now it's time to cash in on all those deposits you've made over the years.

You see, each time you are taught something, or read something, or see something, you are 'banking' it away for later use. At least in most cases :-) And those things that you are learning translate into pure profits through those that are willing to pay to learn what you have without going through the lengthy process of natural time it took you to learn it.

It's a known fact that 'web surfers' are looking for **specific information**. This has been the way it was from the beginning. And it hasn't changed.

What has changed is that now instead of getting gobs of unclassified free pieces of information, one can search for tightly categorized, strategically displayed, useful information based on a specific subject matter they are searching for.

This process of getting away from the 'one site fits all' approach to accessible information created an almost incomprehensible way to market to the 'masses'. And that was to focus on one subject, cover every aspect of it that could possibly exist, and offer it to the public with a nice little fee attached to it.

And while the content provided on the subject matter could be available elsewhere for free, most successful internet marketers understand that the **everyday internet user doesn't want to waste their valuable time searching for specific information**.

The whole world is moving at lightning, break-neck speed. So content has to be **accessible quickly** so that Joe can get on to the REALLY important thing.....his son's baseball game.

So, how does all this tie in to creating your own Private Label Content?

Practically every internet marketer that knows ANYTHING knows that content is King online!

It's a fact. Ask any online marketer you like. You will hear the same answer duplicated over and over again. **Content Is King.**

Roughly translated, **information is the key to profits.**

The term 'content is king' just sounds better and is a heck of a lot easier to use to remember the concept :-)

Why is information so important to anyone wanting to make money from the internet?

Because it is the **very thing** most internet users are in search of!

Sure, most people that log on want everything for nothing. But, if you give them an **quick and easy** way to get **exactly what they want**, many of them are willing to pay a reasonable cost for it.

Information is truly a profitable commodity that can be sold, rented, or given away. Any way you decide to use it, it can become money in the bank. **But even those selling it know how time consuming it can be to write on many popular topics.**

If it's something they know about first-hand, it is a less daunting task, **but still it is a task**. One that could take days to complete. And if they know nothing about the subject? Well, let's just say that many an internet marketer's project has fallen by the way-side due to time constraints.

Internet marketers are no different than normal 'web surfers'.

They want **what they can use to profit** and they want it as fast as they can get it. The only thing that may be slightly different is that

internet marketers are more quickly to jump on a good Private Label Content deal!

Now let me tell you a way that you can twist the arm of even the most successful Internet marketer and create an easy win-win situation for both of you. **Through creating and making available your own Private Label Content!**

Successful Internet Marketers become increasingly strapped for time to come up with new and exciting content to supply their customers with due to their major success.

Many of these successful marketers **will pay, and have paid, out the nose for high quality information they can put their own brand, or 'label' on.**

Just how much internet marketers willing to pay?

Take a look at the following successful Private Label Rights sales:

Michael Rasmussen's '**Instant E-Book Author**'

<http://magic-button.com/x.php?adminid=722&tid=6152>

Michael Rasmussen's '**Untold Secrets Of Internet Marketing**'

<http://magic-button.com/x.php?adminid=722&tid=6153>

Bryan Kumar's '**Overnight Marketing Expert**'

<http://magic-button.com/x.php?adminid=722&tid=6145>

Dima Sorokine's '**8 Products Special Sale**'

<http://magic-button.com/x.php?adminid=722&tid=6147>

You can also start to see sites emerging to supply the demand for private label content . . .

Bryan Winters over at **InfoGoRound** <http://www.infogoround.com>

Jeff Carpunky over at **MrArticles** <http://www.mrarticles.com>

Incredible isn't it?

BUT DON'T MAKE A REALLY BIG MISTAKE

The Internet is awash with article writers - if they're lucky and successful they may earn \$50 - \$100 per article and established authors slightly more.

DON'T BE AN 'ARTICLE WRITER'!

However by doing the same thing but **shifting the focus of your sales message** you will at least multiply your earning potential tenfold.

It's a simple shift to make but it makes a world of difference.

Sell A Solution - not a product.

Okay let me explain . . .

Article writer Joe creates a 2000+ word article on getting the best out of autoresponders - he can a) use the article himself to promote his web site and affiliate links to autoresponders and sell the article to a directory for anything up to \$200.00

Cool

Private Label Rights creator Jane creates a 2000+ word article on getting the best out of autoresponders too but her focus is different from Joe's

Jane creates a book from her article in PDF format and a mini site to go with it. She then pitches this content within the Internet Marketing arena with PRIVATE LABEL RIGHTS.

Now the marketers who see this will realise that they can use this content in all manner of ways - **AND IF THEY DON'T Jane will tell them in her sales copy.**

- ▶ They can simply resell the book
- ▶ They can offer Resell Rights or Master Resell Rights to the book
- ▶ They can break the book down into smaller articles to promote the Autoresponders that they sell or affiliate for
- ▶ They can add their name as the author and gain immediate 'expert status' in that market.

Jane also makes it easy for her customers to use her content by creating a 'mini site', some Ad copy and graphics.

Now unlike Joe's article / product that's worth just a few dollars - Jane's which is **effectively the same article / product** is worth far more.

She transformed her product into a solution - Jane identified how marketers could **use her content to make money** - and she made it **easy** for them to do so.

With some additional effort that article / report worth a few dollars to Joe becomes a product worth 10 times as much to Jane and can be sold a hundred times over.

Good, individual private label rights can sell for \$50 - \$100 or more.

With good presentation Jane could quickly sell 100 - 500 copies in a matter of weeks.

Joe Makes: **1 x \$150.00** and gets on with writing article #2

Jane Makes: **100 x \$75.00** and sits back to count her money.

The financial difference in this example is **more than \$7,000.00** in Jane's favour.

The difference is a few hours extra time spent creating a solution!

NOW LET'S GET EVEN SMARTER: Once we've identified that our customers are Internet Marketers let take a look at what they are interested in before we create a product to sell them.

NOTE: To be most appealing your Private Label Rights should relate to what your customers are already doing, selling or promoting - This makes it even easier for them to **USE YOUR PRODUCT WITHIN THEIR CURRENT MARKETING EFFORTS.**

It's time to look around at what the majority of the market is doing.

These are just a few examples: Advertising, Affiliate Marketing, Autoresponders, Blogging, Copywriting, Cover Creation, Ebay Selling, Firesales, Forums, List Building, Membership Sites, Multimedia, Niche Marketing, Ppc's, Recurring Commissions, Rss Feeds, Security, Seo, Software Development, Viral Marketing Etc.

Your plan should be to create content for your customers - don't get it the wrong way round and attempt to find customers for the content you've created.

For more ideas and inspiration check out a few of the popular marketing forums:

Allan Gardyne: <http://www.associateprograms.com/discus/index.php>

Anthony Blake: <http://www.ablake.net/forum/>

Harvey Segal: <http://www.clickbanksuccessforum.com/forum/>

Jim Daniels: <http://www.network54.com/Forum/184615>

John Calder: <http://internet-marketing-forum.com/forum/>

Michael Green: <http://www.howtocorp.com/forum/>

Phil Wiley: <http://www.ozemedia.com/forum/>

Willie Crawford: <http://www.williecrawford.com/cgi-bin/index.cgi>

And My Favourite Forum:

The Warrior Forum - At the Main Warrior discussion forum you'll get more help and information than you could ever need from the thousands of members. You'll also find it's one of the favourites amongst many of the Gurus so you'll spot some incredible posts. There is also a Warrior Joint Ventures forum a Warrior Special Offers forum an Article Database and a Free Ebooks section.

Unfortunately access isn't free - but to find out how to pick up some incredible books by the forum owner Allen Says that give you FREE membership as a bonus visit:

<http://www.infoclicks.co.uk/ASC>

Using Private Label Rights For More Benefit:

Even though you can obviously make some outstanding profits by selling your own unique Private Label Content, that's not ALL you can do with it!

At some membership sites, you can even 'peddle your wares' in exchange for free members only access. Again, I have done this too. And with content that **WASN'T** Private Label-able!

You could also offer your PLR's in exchange with other marketers for their products. Try it - You'll be amazed at the results when you ask.

All throughout this report, I've been telling you how easy it is to create your own Private Label Content.

Now let me demonstrate it.

I wrote this report in a matter of a few hours. It sounds impossible when you first begin reading things such as this, and I even thought it an impossibility when I first started out in this business.

But now, I **KNOW** that it **IS** possible!

Here is a very simple formula to follow when creating your own Private Label Content:

- ✓ **Make A List Of Subjects You Know About.**
- ✓ **Use A Free Service Such As the Overture Keyword Suggestion Tool:**
<http://inventory.overture.com/d/searchinventory/suggestion/>
- ✓ **To Look Up Specific Keywords In Your Subject List**
- ✓ **Select The Most Popular Subjects From That Keyword Search And Write Up A Few Quick Ideas On The Subject**
- ✓ **Turn Those Simple Ideas Into 400 - 1000+ Word Articles On The Subjects You Have Chosen Using a text editor**
- ✓ **Advertise Your New Content To Everyone Who Would Be Interested, --Especially Internet Marketers**

NOTE: You should also promote in places like Michael Rasmussen's FreeAdvertisingForum

Special Bonus: If you register for a **FREE** account with Michael via this link you'll also receive 4 Best Selling Marketing books for **FREE:** <http://magic-button.com/x.php?adminid=722&tid=5684>

FINALLY: Deliver Your Product Digitally Through Your Website By Downloadable File Or Via Email Attachment, OFFER BOTH pdf and .doc or .RTF format to allow your customers to distribute and edit as they wish.

Then profit! - Simple as that.

In closing, I'm not going to TELL you what to write or how to write it. That is a bit outside the scope of this report but if you're really stuck for ideas try my other book Content Secrets:

<http://www.info-publisher.com/contentsecrets/>

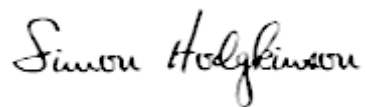
Really, writing is a matter of personality. I could no sooner tell you how to write than tell you how to behave. This is something you must do on your own.

Everything you need to begin has already been revealed to you in the above pages. **The next step is up to you!**

I wish you the very best of luck with your writing. And remember, a terrible thing happens with information that you don't use.

NOTHING!

To Your Success!



You may also be interested to read the following books also by Simon Hodgkinson:

The One Month Marketer -

<http://www.info-publisher.com/>

Profitable Products In Less Than A Day -

<http://www.info-publisher.com/onedayproducts.htm>

Traffic Explosion -

<http://www.infoclicks.co.uk/traffic/>

And the INCREDIBLE **NichePowerPack** Collection:

<http://www.nichepowerpack.com>

To get regular special discounts on all the latest marketing releases get a FREE subscription to Simon's newsletter: **The Resale Rights Review**

<http://www.infoclicks.co.uk>