

PLR Launch Profits

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# PLR LAUNCH PROFITS



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There's a very specific business model that has held up for over two decades with no sign of slowing down. It's lucrative and easy to tap into if you have either writing or graphic skills.

In fact, if you have neither of those, but want to outsource the creation of it, you can make a success out of your business, too. It's called Private Label Rights, and it's content you create once and sell multiple times for other people to use as their own.

**Make Easy Money Selling Content Others Can Use**

If there's one thing that hasn't changed over the years it's that marketers need content – and they need a *lot* of it. Not just once, either. They need content to fill their blogs, email autoresponders, to act as lead magnets and info products they can sell.

They need social media posts and product reviews so they can monetize their efforts. And they need it week after week, month after month and year after year. It's no wonder content creation is one of the most grueling aspects of being an entrepreneur.

For many, they don't have the talent to create content. They can't write or design graphics. They can't (or don't want to) create video or audio using their voice or image. Maybe they don't have the tools to do the multi media content, either.

They may lack confidence creating content and putting their name on it. They may not grasp how to adequately research ideas or topics, outline cohesive thoughts and turn it into a representation of their brand and business.

For some, it might be a simple matter of lacking the time necessary to create an endless stream of content 365 days a year. Hiring a ghostwriter who creates content exclusively for them can be costly.

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So instead, they turn to private label rights (PLR). It has the potential to be carefully researched and well written, and it's cost effective, too. Compared to £10-20 per page, they can buy PLR for just £1 per page (or even less during the launch period).

It's a win-win for both seller and buyer because what the seller loses in per page pricing, he or she makes up for in the volume of bundles sold. In fact, you can often earn far more selling on batch of content to hundreds of buyers than you would if just one person hired you to create something exclusive for them.

Private label rights can be a variety of media formats – most commonly text-based, but often graphics, video or even audio files, too. If you can mix and match media formats, it's even better.

### **Pick a Hot Selling Topic and Map Out Your Funnel**

The first thing new PLR sellers always want to know is, which niche should they create content for? And what should the topic be? There are a few ways to determine this. First, you can look at what's already selling.

One of the most popular places to sell PLR is on the Warrior Plus site. This platform routinely has PLR launches appearing in the bestseller list as well as being chosen for "Deal of the Day," where it gains more exposure.

You can search as an affiliate would for PLR to see what's sold in the past, how many packs were sold, and what was in the pack. This gives you an idea of what's hot in the current year.

For example, you might see that a bunch of mindset and success PLR is having high sales. Personal Development can be broad for all goals or narrowed down, such as for business success or weight loss success, for example.

You might rightly assume that weight loss is an in demand topic, but looking at trends on Warrior Plus, you see signs of detox diets selling well, or keto topics. This is something you can also find on Amazon bestselling book lists.

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You can always go to the various non-fiction sections to see what topics people are buying most. For example, you might see something specific where there are many books about sugar detox diets.

Sometimes this can happen when a celebrity lets people know about a topic – or a news story comes out about the benefits of it. So searches soar, and that means marketers need content to compete with other sites and get visitors to come to them.

Once you have a topic that you want to do, such as stress, survival, diabetes, marketing, and so on, you'll want to map out your launch. Some people feel nervous about doing a funnel, which means you have a front end product and an upsell.

They want to dip their toe in the water and start out with a front end only. There are several problems with that. First, you're missing out on money. Second, your buyers like getting the opportunity to add on an extra deal (remember, they need tons of content).

And third, your affiliates won't want to promote if the commission they're going to receive is too small. So if you launch a £17 bundle as a front end only, they only stand to earn £8.50 per sale.

However, if you create a funnel where you have the £17 front end *plus* a £27 one time offer upgrade *and* a second upgrade offer worth £47, now they can earn more than £45 per sale.

That's a much better incentive for affiliates. So make sure you set your nerves aside and go all in if you're going to attempt to launch a business in this model. You want to do your very best right out of the gate.

When you create your funnel, you can mix and match the types of products you have in the funnel. For example, your front end might be 35 one page articles for £17. Your first upgrade might be a mix of lead magnets, bonus reports, product reviews, email autoresponders and social posts.

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Your third and final upgrade could be a complete info product (eBook) with a sales letter they can use to have a product ready to earn for them. And don't forget – you can mix the media formats up, too.

**Create an In-Demand Pack That's Original**

You never want to make the common, horrible mistake some people make in simply buying someone else's PLR and rewriting it to sell as your own. This is not only not allowed by most PLR sellers, but it will ruin your reputation as a seller, too.

The affiliates you're going to have in this business are actually your competitors. They're the ones who have a list of subscribers who buy PLR, so you want to keep them happy.

So imagine if you ripped off someone else's hard work and passed it off as your own. It is not going to go down very well with sellers, and word will spread and you'll be excluded from sales.

Not only do sellers hate this idea, but buyers don't like it, either. While some just put up content without looking at it, many go through it carefully, making it their own – and they'll know instantly if you've merely rewritten content they already bought.

So be original with your PLR creations. If you don't want to write tons of content, you can write for a portion of it and then take that written content and turn it into multi media formats.

For example, audio books are highly popular now. You can read (or outsource) your eBook to be turned into an audio file that serves as the upsell. If you can create a sales page or landing page for them to use with it, even better.

You can also take the content and create a PowerPoint slide presentation off of the main points. Then use the written text as a transcript and turn the product into a screen-captured video presentation.

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You can also turn certain quotes into social media graphics for sites like Facebook, Instagram and Pinterest. There's no end to how many ways you can create an original pack of content that buyers will love and appreciate.

### **Recruit Affiliates to Promote for You**

When you start selling PLR to buyers, you don't even need to have your own list. If you recruit affiliates the right way, those with lists of paying customers will come through for you.

First, you need to be networking with those potential affiliates early on. You don't want to contact them right before a launch because it seems spammy. So find out who promotes PLR effectively and get to know them personally, either through email or on sites like Facebook.

You can be getting to know these individuals while you're creating your content. How do you find them? Contests can tell a lot about who promotes what. You can do a search as an affiliate on Warrior Plus for PLR and see which ones had contests.

When you go to those affiliate sign up pages, you'll be able to see the contest end results – and who won the prize money for most sales. Jot these names down and reach out to them if they promote the same or similar topic to what you're creating.

What will often be the case is they'll have a buyers list of who buys all kinds of topics – some will need motivation, others health, and so on. But a few will have a buyers list that only buys one kind of topic, such as personal development.

Once you have the names of the people who can promote for you, and you've begun networking with them, you will want to eventually notify them of the plans for your launch.

They will want to know all of the details – what's in the pack, when it is being launched and for how long, how much they can earn, and more. You'll want to give them a review copy and also plenty of time to create a bonus to help them make sales.

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You usually want to give top affiliates a week to two weeks to prepare their bonus, map out their promotion strategies and review your product to see if it's a good fit for their audience.

Don't worry if someone says no to promoting you. It may be that your topic doesn't convert well for their list, and in that case, they're doing you a favour. If they promote and no one buys, it looks like your product isn't converting well, which will turn off other potential affiliates.

If they tell you the quality is poor or it isn't passing Copyscape, then put your launch on hold and redo things until it's at an acceptable, unique and quality level. You don't want to have sales coming in, only to have many refunds days later if quality is suffering.

Contests and Warrior Plus aren't the only places to find affiliates. Muncheye is a free site where you can list your upcoming launch and many marketers will be able to find it and seek out your joint venture page with all the details.

### **Launch and Plan for After-Launch Profits**

Here's the great thing about PLR – your earnings don't dry up after a launch. That content can continue working for you for years to come. You may want to start your own private label rights store, where, after a launch on Warrior Plus (or JVZoo), you place it on the store for future buyers to find.

Remember, people will often go out searching for a large amount of content for their niche sites, and if they're in a niche like diabetes, for example, it may be months before an official diabetes PLR launch comes up.

They need content now, so they start searching PLR stores to see if anyone has some previous content they can buy. Sometimes, as your store grows, you'll wake up to see large sales where the buyer has purchased several packs from you all at once.

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While your launch pricing is usually 50%, after the launch it usually increases. So you might have packs on your store worth £35-£70. You can also integrate an affiliate program for your store.

Many of those same affiliates you recruited for your launch will want to promote your store from time to time. You can also give individual affiliates a promo code for a special deal for their list if you want.

Another thing you can do with content after its launch has ended is bundle it up for future deals or one time offer upgrades. So let's say it's almost the New Year and you have a large amount of goal setting and weight loss content.

You can package it all up and discount it heavily for a December sale that lets marketers have plenty of content for their site for the upcoming rush of diet enthusiasts. You won't have to do any additional content creation – just package it up and set up the sales page and listing.

This same premise can work if you want to use existing packages of PLR as a bundle for your one time offer upgrades. If you only have time to create a 35-pack of brand new articles for your front end, don't just leave off the one time offer upgrade – use existing older packs from your store as a package deal with a nice discount!

Selling PLR can be lucrative and rewarding. There are some who wonder if it'll still be viable – a question they've been asking since the late 1990s. Content is always needed, and if you can be the one to provide it to marketers on a budget, you'll profit from this business model for a long time to come.