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# PROMOTING PLR FOR PROFITS



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If affiliate marketing is your chosen business model (or one of them), you have to decide what kinds of products you want to promote and earn money from. You have both digital and tangible options.

If you choose the digital route, there are tools and platforms, services and courses available to affiliates. But there's also one specific type of digital product that's been around for many years and will always be in high demand – content.

**Why PLR Is a Lucrative Affiliate Business**

As a marketer yourself, you probably already understand the need for ongoing, high quality content. You use it everywhere – in lead magnets to build a list, on your blog, on social media, in email autoresponders and info products.

To brainstorm, research and create great content on your own can be a daunting task – even for the most well-versed individual. Imagine if you didn't have the talent to write quickly, and you still had to also handle all of the other tasks an entrepreneur is responsible for on top of that?

The reason PLR, or private label rights, is in high demand is because it lessens the load for marketers who have neither the time no talent to do it themselves. When you can provide a convenience for someone for something they have to have, it's an easy sell!

The best thing about promoting content is that marketers need it for every different niche, and PLR sellers create it for almost all niches. Your buyers also need it year-round – 365 days a year, in most cases.

Content – whether it text format, video or audio, is a marketer's way of engaging with their audience and building trust and loyalty. It's how they position themselves as a leading authority figure in their niche.

They can't use content sparingly because, in order to be competitive, they have to stay in front of their audience. They have to post blogs on a

## [Promoting PLR for Profits](#)

consistent basis, email their list with tips and advice, and put out products to earn using a different income stream.

With private label rights, they can do all of that in a much shorter time. PLR allows them to buy readymade content in a variety of media formats (mostly text, but some audio and video, too) and tweak it with their voice, put their name on it and run with it.

Depending on the seller's licence, they can edit it, use it as free content on platforms or in viral reports, or sell it as info products for their buyers to read and learn from. While their competitors are spending weeks and months developing a product, they can download a PLR eBook, turn it into a PDF and have it selling later that same day.

### **Who Should Promote as an Affiliate?**

So you have to ask yourself if this is a good business model for you. Promoting PLR as an affiliate means you want to cater to other marketers' needs. You can also be serving promos to professionals who aren't labelled as online marketers.

That might be a nutrition coach who wants to have content that can be sent out in a newsletter, or a doctor who wants to give patients a free guide about losing weight with the keto diet.

So whether you're approaching marketers or professionals (or both), you'll be able to tap into the profits once you start serving their needs. If you want to build a blog helping these individuals with their content, add them to a list and notify them whenever there's a good deal or new content being released, then this is a good business model for you.

You're not restricted to only promoting PLR, either. If you're helping people with their online business, then you'll have an opportunity to promote other things for them as well – and maybe you already have that business model, where you're promoting courses, plugins and tools.

## [Promoting PLR for Profits](#)

If so, then PLR promotions would be a good addition to those you lead. If you only want to base your business off PLR promotions, then you'll want to do some strategic planning for that.

You'll want to network with other marketers on social media sites. Don't only target beginners, either. The most successful marketers are also the most strapped for time, since they have bigger empires to run – so everyone from beginner to guru is game for buying private label rights.

You'll start to see that in marketing circles, as people discover PLR, they'll begin asking their friends who has PLR on an exact topic they need – or ask generally, who has the best PLR for their niche.

To succeed with this kind of business model, you'll want to be the type of person who isn't afraid to ask for review copies. You'll want to protect your reputation as an affiliate by only recommending top quality content, not substandard PLR or that which has been stolen from others.

You'll still need to create some content yourself – like the promotion itself where you review the content. If you create any type of competitive bonus, which we'll dig into next, you'll have to create that as well.

It will be your responsibility to keep track of the PLR launch schedule and network with the sellers who are releasing PLR on a regular basis. Remember, buyers need content daily – and PLR sellers probably aren't releasing content on their niche topic every single day – so the more you can share with them, the better.

### **How to Compete and Add Value to Your Promotions**

As an affiliate of PLR, you're going to find that there are weekly launches and many of them have lucrative funnels and/or contests with cash prizes you can win. Sometimes, you'll win based on your promotions alone and the fact that you've created a good rapport with your subscribers.

But people always want more for their money, so even if they adore you, they might turn to someone else to buy from them if they happen to offer something more. This typically occurs whenever an affiliate offers a bonus.

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Bonuses for affiliates are generally more PLR they can use, but it doesn't have to be that. It can be a course you create on how to edit and use their PLR – or how to monetize it.

But if you know they need and want PLR, it's a safe bet to use more of it to entice them as a bonus if they buy through your link. Make sure that it's something they'll see as valuable.

Start by looking at what is in the vendor's pack. If they have a bundle of articles they can use on their blog, you might create a lead magnet to go along with it to help them build their list.

Sometimes you might just create more of what they're selling. If it's a set of 15 product reviews, you can add on 15 more – giving them double the content for their investment. The great thing is, most PLR affiliates don't even bother with bonuses, so you'll set yourself apart if you use them.

You might also be able to make a deal with the PLR seller to grant you access to the content ahead of time so you can make a strategic bonus out of it. For example, if they create a pack of 20 articles, you can make a slide presentation and/or video series out of them, using the articles as the transcript for it.

This helps the buyer get more leverage out of their purchase, instantly providing them with multimedia formats they can use on platforms like YouTube. You can also create graphic images to go with the content.

So for example, if the PLR seller has a bundle of 20 articles, you can create 20 images they can add to their blog. This helps them if they want to share their post on Pinterest or Facebook and have it show up in peoples' news feeds.

Any way you can add the potential for more traffic, sales and subscribers, it's a good bet that they're going to buy through your link over an affiliate who didn't bother making a bonus.

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**Secure a Private Deal for Your Customers**

Once you have friends or subscribers listening to your PLR recommendations, you'll want to secure private deals for them that are a win for everyone involved. Don't be afraid to ask for one of these, because PLR vendors love arranging them and boosting their profits.

Keep in mind that for the PLR seller, a private deal is perfect because it's usually for content they've already created. There's no additional work involved for them except tweaking a sales page for you.

So how does this work? Let's say that you realize your list buys a lot of marketing or health content. You can find the PLR sellers who have a lot of content in those niches and ask them if they'd like to arrange a special bulk deal for your list.

With this type of scenario, you're able to get huge quantities of content for your buyers at a big discount. For example, many vendors will package up hundreds of dollars' worth of PLR for your list for a £27 deal.

They may even bundle up an OTO (one time offer) for £37-47 that includes even more content your list will love. You're earning money, the sellers are making more from their existing content, and the buyers get fantastic savings on content they need and want!

There are also instances where a vendor will give you exclusive promotion abilities before an official launch takes place. For these cases, you'd need to have a high-converting list that would bring in a lot of sales, but once you do, some vendors will arrange earlybird access for your list as a perk that no one else gets.

It doesn't have to be anything extraordinary, either. Sometimes, you can simply secure a coupon code for your list on a specific product or as a sitewide deal that only your list gets at that moment.

The seller might do anywhere from 40-75% off if you just ask! Usually, it'll be a limited time coupon, like 24-72 hours long. There are also deals you

## [Promoting PLR for Profits](#)

can arrange where the vendor has a free gift for your list as the front end, followed by a one time offer upgrade that costs about £27.

So you'll pick out a pack that costs anywhere from £10-20 from their store that your list would love to get free. The vendor sets it up as a no cost purchase, and then your subscriber is taken to an upsell page where they have the option to add on much more content at a big discount.

### **Where and Whom to Promote to Hungry Buyers**

If you decide to promote PLR as an affiliate, you'll need to know whose content to promote and where to find their launches. First, look on platforms where PLR is sold, such as Warrior Plus and JVZoo.

Vendors also sell directly from their own sites, so you can look for top sellers like Tiffany Lambert at PLR Mini Mart, Arun Chandran at Flaming Hot PLR, Alice Seba at Publish for Prosperity, Justin Popovic at Tools for Motivation, and so on.

What usually happens with many vendors is they'll have the content launch at two places at once – on their store at full price, and on the platform for affiliates at a discount for a limited time, anywhere from four days to a week.

You'll want to know who sells what kind of PLR. Create a digital Rolodex with niche topics and names of the PLR vendors who have that subject matter. Some specialize in one topic, such as Justin who has motivational content or Trish Lindemood, who has cooking PLR.

Others have a wide variety of content, like Tiffany – who has content covering health, marketing, pets, gardening, survival and more. If you want to, go through and make a list of the specific bundles each seller offers for each niche topic so that when and if someone asks you where to buy PLR for that subject, you'll have a link ready.

Keep your eye on the launch calendars and get on the affiliate lists of the PLR sellers you want to promote. Launch calendars can be found at Muncheye.com and also on Warrior Plus.

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You'll often see launches scheduled by people who give up and never actually launch. If there's a JV page set up with details on it, chances are good that the launch will take place. Just make sure before going to any trouble to create a promo or bonus for your buyers.

See who has a contest running for their launch. Warrior Plus has a specific contest calendar. So you'll be able to see at a glance whose PLR launch has a cash prize. Some people have this info on their JV page.

Pay attention to minimum sales required. Sometimes, it will say there's a £1,500 first place prize, but you have to sell about 200 front end copies to qualify. That statement is often in small print.

Being a PLR affiliate can be very lucrative because you're acting as a middleman, connecting marketers in need of content to those who provide it. You take a cut of the deal those two make.

If there's one thing you should watch out for, it's quality. Even many vendors on the bestseller's lists who get awarded deal of the day or some special award have poorly written content – or content they scraped (automatically copied from the internet) and barely rewrote in their own words.

Learn who is trustworthy and who is not, so that you don't soil your reputation among PLR buyers. They're relying on you to steer them in the right direction. If you're reviewing content for a new launch, run it through Copyscape, which compares texts for duplication, and see if it passes the test before you lend credence to that vendor's sale.