



PRIVATE LABEL MEMBERSHIPS

A GUIDE TO PICKING THE RIGHT MEMBERSHIP



EXCLUSIVE REPORT

Private Label Memberships Guide

A popular way to get a jump-start on your product creation and promotions efforts is to join a good private label membership program aka PLR (private label rights) site.

Because a good PLR program can help you save a bundle of money, time, elbow grease and hair-pulling so that you do not have to create your own new products and marketing tools for them each month.

However, since a general search for this type of private label membership program can turn up hundreds of listings on any search engine, here is a general overview of what to look for in a good PLR program.

In a nutshell, a private label membership site will feature one or more new products for you to sell each month and often come with helpful marketing tools you can use to help promote and sell your products.

Then monthly private label products are usually targeted to help with niche problems or concerns most often searched for in top search engines like Yahoo! and Google™.

Begin by making sure the program you are considering offers the type of rights you want. Private label rights allow you to edit, revise or alter however you'd like the regular monthly products that are featured.

This means you can name yourself as the author.

However, so that your products do differ some from those used by fellow program members, everyone must revise content somewhat. So check the rules of the program to see what you need to do.

The Basics of A Private Label Membership Site

For Members Only

Products like e-books and reports composed with good spelling and grammar, and targeted for popular niche audiences are a must.

So are any types of helpful marketing and other promotional materials that go along with them like auto-responder series and a website with graphics and sales copy that you can revise.

Look For The Best Price & Value – More Goodies = Better Deal

For example, extra articles that are packaged in with the deal each month can come in handy in any number of ways.

You can insert them throughout the original ebook to make the content more unique for you to sell, you can add them to your autoresponder series or you could package them as a report to be sold with your ebook or as a front-end item, or to give away free to website visitors who subscribe to your autoresponder series through your leads capture form.

Programs with audio and video files plus keyword lists to help focus your content and promotions are also more goodies that sweeten the PLR pot.

Instructions

Especially for new people just entering the private label rights arena or who are new at selling online, PLR sites that come with helpful instructions are among the top tier for you to consider.

Because, with instructions – written, audio with video tutorials or whatever they have, you can learn how to use the member products and the best ways to market them are maximum return on your investment. And that's a win-win for your private label membership program and your business.

Essential Factors To Consider When Choosing A PLR Membership

When you are at all into internet marketing, chances are that you have put some thought into choosing a Private Label Rights membership site, although you may not know just how to go about doing so. It is all too easy to go about just choosing any old PLR site and deciding to submit your information for Private Label Rights membership, but just as it is with any other project it is important to know that not every PLR site is the same.

First of all, it is important to know just what a private label rights membership is. Private label rights membership sites give you access to content that has private label rights attached to it. The catch is that you get the opportunity to modify the content that you gain access to and make a profit for it.

Good, rich content from private label rights membership is one of the best ways to make money on the web and without that rich web content it is difficult to gain any internet traffic at all, making it rather difficult to make a tidy sum by managing your site like you would probably like to.

Of course, not everybody is an effective writer. In this case, private label rights memberships are the way to go. Let's face it: not everybody has those skills, but private label rights membership sites give people the opportunity to gain access to content that can help make their content much easier to come by.

Rewriting or modifying PLR articles to make original content is a great way to save some money on web content, and many people can do that even though they may not be able to write great keyword rich articles otherwise.

Just as any other product out on the market, every PLR membership site is not as good as the next PLR membership site, and there are certain factors that any internet marketer, aspiring or otherwise, should take into consideration before paying any money for a private label rights membership.

How Widely Will My PLR Content Be Distributed?

While some PLR sites restrict the number of times that their content can be distributed to a mere few, still others disperse content to just about anybody who asks for it.

This is not the best thing to do, as it makes the likelihood of duplicate content penalties even more likely and that is never good for you.

As an internet marketer you have to protect your search engine rankings as vigorously as you can, and you should keep this in mind when choosing a private label rights membership site.

Just because a PLR site has hundreds of members does not mean that they distribute the same content to all of those members, but you are going to have to read their terms and perhaps even contact the private label rights membership site administrator to find out for sure.

Can You Obtain Niche Content from The PLR Membership Site?

Private label rights membership sites go about various ways of distributing their content while others just distribute it in any manner they deem the most fitting.

Your best bet is to find a PLR membership site that distributes content in a particular niche, so that you can rest assured that the content you are getting is relevant to the site you are working on.

Some people have many niche sites, so the content subject matters less than for those who manage just a few sites and need particular content on skin care, aging, pets, or health.

A good private label rights membership site maintains niche related content and limits the number of times that a certain site of private label rights content can be distributed.

How Often Is Content Updated?

While there are a lot of private label rights membership sites out there, not all of them keep their content updated. Some of these sites tend to recycle content time after time, and while that may not always present a problem a good internet marketer wants as original content as they can possibly have. For this reason it is important to make sure that the private label rights membership site out there updates their content and gets new content in daily.

A good way to tell this for sure is to see whether or not they allow you to subscribe for new packages. If they are willing to send you PLR packages on a consistent basis, chances are that their content is updated a lot more often than many of the sites that require that you visit the site homepage to request more content.

If content is updated on a consistent basis, it is much easier to have a consistent working relationship with your PLR membership site, making life much easier for you in the end. If you belong to one private label rights membership site, you should not have to belong to another one.

If you find yourself unable to get everything that you need in one private label rights membership site then chances are you might have to consider if it's not the site that you want to invest your money into and risk having unoriginal content or lack of content.

Private label rights content is a great way to make some extra cash using the internet without having to go through the pains and strains of creating original content for yourself, but just as it is with any other service there are things to consider that you should keep in mind.

Make a good choice in PLR sites and you will see the dollars flowing in from the rich, original content you have placed on your site.

How Private Label Content Can Benefit You

If you are looking for a way to take your website to the next level you may want to consider using private label rights content. This craze has picked up over the last year or so, and there is no sign of it slowing down in the near future.

The main reason that this trend has become so popular is quite simple. When you use private label rights content you will have the ability to update your site with new content every month. This means that you will never again have to worry about your site getting stale due to the same old information. In addition, you will never have to write another article. All of your private label rights content is delivered to you direct each month, and then all you have to do is post it to your site.

But even though you can simply get the content from your provider and post it, there are other ways that you can take advantage of private label rights content. Simply put, you do not have to settle for the content the way it is. When you have private label rights you can do to your articles whatever you please.

A few of the more common modifications methods are as follows:

1. Basic edits can be done to any of the content that you receive. This means that if you do not like the sentence structure, you can simply change things around to suit your needs. In addition, you can also take out any information that may not be pertinent to your site. This is also helpful if you are dealing with size constraints on the content that you are posting to your site.
2. If you do not feel that an article goes well with the rest of your content, you can simply keep the main ideas, and reword everything else. Even though this may take a few minutes, it is well worth it.
3. Adding words to private label rights content is also very common. If there is something

missing you can simply insert it where necessary and continue on. Also, if an article is not long enough to suit your needs, you can add to it in order to meet your size requirements.

The thing to remember is that with private label rights content you can modify them however you want. The content is yours to play with, and you can make it work for your particular site in whichever way you deem necessary.

In addition to modifying your content in order to make it more suitable to your needs, you may also want to look into using it any other ways. Since the content is yours, you can do things such as create e-books or online courses. This is a great way to start up an additional stream of income without much hassle at all.

Overall, private label rights content is something that you should look into if you have a website. This is one of the best ways to keep your site up to date and current.

Conclusion

About a year ago I received an email from my mentor that changed my financial destiny. I'll tell you what this email was all about in a minute, but first let me tell you about my mentor.

At the time I was paying \$10 dollars a month to have access to an Internet Marketing membership website loaded with quality content on how one could build their own list of prospects aching to buy from them.

Every month the owner would have a new top notch PDF report along with videos and audios. I loved it. The information was so good that I would have paid any price to get access to his info, but I wasn't about to tell him that!

Now back to that infamous email.

I remember the morning well. I was going through the usual morning ritual of reading and answering my emails when I opened an email that said, "Coaching program closes in an hour!"

It turned out the email was from my mentor -the owner of that \$10 a month membership site. He was launching an online business coaching program. A step-by-step, hold your hand type of coaching program. The cost was \$200 and he was only going to let 50 people in the program.

Now if you do the math... this email he fired off to his members must have taken him 20-30 minutes to write at most, but within 2 hours of hitting the send button he'd already cashed in \$10 000!

That just blew my mind. The genius here wasn't in making \$10 000 in a couple of minutes with a simple email. The genius here is that anyone who puts in motion a long

term plan, creates a membership site, offers quality content at an affordable price, and over deliver all the way through can and will succeed.

So what did I learn the day I received that email? Well I discovered the power of membership sites and how over delivering and underselling could lead to a small fortune.

Now today more than ever many online marketers have created marketing strategies solely based around membership sites. Many run on autopilot and turn in huge profits! But once again it's not so much the site as much it is the marketing behind it.