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Know Your Private Label Rights' Rights

By Kristy Taylor

People who use Private Label Rights content are delighted to see more PLR sites appearing. The explosion of such sites has, however, given rise to a new problem – the overall quality of the articles users pay for. Good (and reliable) writers are snapped up fast and given ongoing work. Regrettably, some PLR site owners seem to be only concerned with getting a batch of articles uploaded no matter what the quality.

Competition, as we all know, is a good thing. Quite a number of PLR users are now making a practice of signing up to check out the quality of what's on offer in a new site. If they like it, they stay. If they don't – they vote with their feet, or more appropriately, with the 'cancel this subscription' option at PayPal.

As a subscriber to a PLR site, don't feel that you have to accept the articles you get, no matter what the quality. You are entitled to get articles and/or ebooks that have been proofread and edited to correct grammar and spelling. It is the responsibility of the PLR site owner to check that the articles are of an acceptable standard (or to hire someone to do this for them).

PLR users expect to have to tweak and change an article to create unique website content. They should not, however, have to edit every article. We all expect an error to creep in here and there – but an entire batch of articles written by someone whose first language is quite obviously not English is not acceptable. Nobody wants to have to copy–edit every one of 20 articles before turning them into an e–book.

If you are not satisfied with the quality of the PLR content, the first and most obvious option is to cancel your subscription. However, you would be doing everyone a favor if you took the time to contact the site owner to explain why you are not happy. Copy and paste a few examples from the articles to demonstrate the errors.

In the past, PLR site owners have sent back batches of articles to be corrected and/or rewritten when they are not satisfied with the job. In extreme cases, they cut their losses and just hired a new writer. Any PLR site owner who wants to build a profitable and well–regarded business will be interested in

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working with you on this – they don't want to lose customers.

If you can't get any satisfaction, move on. Sample the content of several sites. Ask for recommendations from friends or other publishers before you sign up. (Look for more than one satisfied customer – never forget that some reviews are there solely to get you to sign up via the reviewer's affiliate link.)

Different sites offer different things and finding a site to suit your needs may be difficult. Some sites offer articles and complete e-books, sales letters and well-produced graphics. Others provide only articles and a few bonus products.

If you are a competent graphic designer and know your way around programs like Photoshop, graphics may not be important to you. (Indeed, you may prefer to create your own graphics so your site looks different to everyone else's.) Some sites offer 'extras' like web hosting and autoresponders, plus

ready-made AdSense sites. If you are just starting out, you may like these all-in-one solutions.

Be sure to check the following when looking for a good PLR site to join:

- What you get for your monthly subscription – articles, e-books, e-courses, AdSense sites, graphics and sales letters.

- The quality of the articles that are available – general style, grammar and spelling. – Is the content original (not copied from some other source)?

- The regularity with which content is posted. (Check out the forum, if there's one available. Are there constant complaints or queries about when each month's content will be available?)

- The range of topics covered. You will find that some sites specialize in one subject area, while others cover a broad range of topics. Are you using enough of the monthly content to make it worth your while? There's not much point in being able to access 200 articles a month if you can use only five of them.

It's common for PLR users to belong to more than one site. An example: \$200 a month spread between four to six sites comes to only \$2,400 a year – which is an excellent business investment compared to the cost of hiring your own writer. Well-written, carefully-edited PLR articles are usually well worth the monthly fee. Take the time to assess the content of any PLR site – and stay with the ones that believe in quality control.

Kristy Taylor is a syndicated freelance journalist with articles strewn across all forms of media. She has written and published numerous books, articles and reports, and is the executive editor of KT Publishing, which encompasses several web sites. Click here for her private label rights story -

<http://digitaldollars.biz/3fp.html>

Choosing A Resale Rights Package

By **R. Lawrence Anderson**

With so many resale rights packages out there, how do you choose one? It's a good question, and that's what we're going to focus on in this article.

By the way, if you are not familiar with resale rights packages here's a brief explanation. Generally speaking, a resale rights package (also called reseller rights package), allows you to "resell" digital products such as ebooks, special reports, or software for example – and keep all of the profits for yourself.

The best starting place when it comes to choosing a resale rights package is to develop a criteria. There are a number of criteria you can use when shopping for resale rights package. Here are five to get you started:

- 1) Price. Does the resale rights package fit your budget? There are resale rights packages out there for a one-time payment of around \$35–\$67. Keep in mind that these are just general numbers – you can find prices that are higher or lower than these when it comes to resale rights packages.
- 2) Information products. Does the resale rights package include products that cater to your niche? If so, are they quality information products?

Also, if the resale rights package offers "private label rights" this can be a big plus. In general, private label rights allow you to modify the content of the information product, list yourself as the author, and even change the title of the product. In other words you can begin creating your "own" information products quickly and easily.

- 3) Sales tools. Does the resale rights package come with a pre-made website and professional sales copy for each information product that you can upload and use.

Another important sales tool is bonuses. Does the resale rights package include bonus products that you can include with your main information product? This is very important. Why? If there are others selling the same product, you want to be able to include some bonuses with your offer that makes you stand apart from the crowd – and ideally results in more sales.

- 4) Restrictions. Prior to purchasing any resale rights package, you will want to find out what (if any) restrictions the reseller license comes with. For example, some ebooks must be sold for a minimum price. Another restriction may say that the ebook cannot be given away as a bonus.

- 5) How old is the information product? Ideally, you want to acquire a newer resale rights product. The reason being is that the older it is, the more commonplace it may be on the internet – especially if the publisher and other resellers have promoted it aggressively. That means more competition. How can you find out? Simply do a search for it on one of your favorite search engines and see how many times it appears.

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In this article we looked at five criteria you can apply when shopping for a resale rights package. Hopefully you will be able to use them, in addition to any other criteria you come up with, to find the

reseller rights package that's best for you.

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