

THE ULTIMATE GUIDE TO MAKING MONEY WITH EVERY PLR PACKAGE YOU EVER BUY!



About the author...



Liz Tomey got her start in the marketing world at the age of 19 by starting her own direct mail/mail order business. Liz created several product and services to help others in the direct mail/mail order business build their businesses quickly and easily. She successfully ran this business since from 1998-2004.

In late 2004 Liz took the Internet marketing arena by storm by creating products and services especially for Internet marketers.

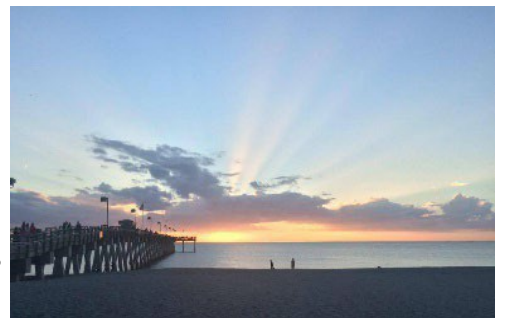
These proven to work products are what have allowed Liz to become the well-known and liked Internet marketer that she is today.

Liz is also the owner and sole creator of some of the hottest sites in Internet marketing.

- LizTomey.com – This is Liz’s blog on all things Internet marketing. If you want to learn how to get more traffic and/or more customers/leads then make sure you check this site out.
- TodayInPLR.com – PLR (*private label rights*) are great little money makers. You can pick up a free report here that will show you how to make money with every PLR content purchase you make!
- BackpackBusinessLifestyle.com – If you don’t currently have a profitable online business then make sure you check out Liz’s teachings on all the different online business models that you can start!

Liz lives in gorgeous Venice, FL where she runs her online business empire from the beach most days! ;) Liz is known as “the marketers best friend” because of her passion for helping people succeed with their own online businesses!

No one knows where Liz is at this point. 🤖 She’s always traveling off somewhere, so we’ve just given up on saying where she lives. 😊 Check the blog to see what latest adventure she’s currently living. <http://www.LizTomey.com/blog>



Hi there and welcome to ***The Ultimate Guide To Making Money With Every PLR Package You Ever Buy!*** Today I want to show you how to make money with every PLR purchase you ever make.

Let's start at the very beginning. We're going to talk about what PLR is, what options you have with profitably using it, and **WHERE** to get the best PLR available.

Let's get started with...

What Is PLR (Private Label Rights) Content?

PLR stands for *private label rights*, and when you buy PLR to content you can then use that content however you want as long as it follows what the license for that product.

Everything that you get PLR to will come with a license. If it does not, then you need to contact the creator and ask what rights you have to the content.

Some people are very liberal with their content and some people are **NOT**. For the most part when you get PLR to content you can generally take that content and use it for just about any purpose you want.

- ⇒ Creating your own products
- ⇒ Creating content for your websites
- ⇒ Creating emails for your subscribers
- ⇒ Creating graphics
- ⇒ Creating social media content
- ⇒ And sometimes you can even resell the PLR content as your own PLR content!

And on and on and on...

The first step though is to make sure that you...

Buy High Quality PLR Content

You need to make sure that you are buying **QUALITY** content. Buy from people who you know and trust or from the people **THEY** recommend.

For example, I know most PLR creators and I know who does and doesn't create quality content. So, I created a page of those I recommend. I have a reputation as a great content creator, and I only recommend other great content creators. So that makes me a great resource.

Of course, there are others who are great too, but you need to make sure you find people to follow and buy **ONLY** high-quality content.

Side Note: You will **NEVER** be able to **ALWAYS** buy the highest quality content. It's a "gamble" each time you purchase. Maybe you get the good stuff, but maybe you don't. Don't let that get you down. Even after all these years I still end up with crap content sometimes too. I just look at it as "*the cost of doing business*" and move on. I never buy from that person again, and just keep it moving.

Most people fail with PLR because they buy the cheapest PLR content they can, open it up, and find that they basically have to recreate all the content because it's so bad. *Why buy PLR content if you have to change almost all of it?!*

So, start off on the right foot and make sure you're buying the highest quality PLR content even if you have to pay **MORE** for it. It's worth the investment because of the amount of time you will save, and you have a better chance at making money with better content.

The next thing you need to do is...

Plan Your Money Strategy

When you purchase a PLR package you should have some kind of idea what you want to do with it to make money. You don't have to have anything "*in stone*", but you need to at least have a general idea. *If not, then why are you buying it?*

When it comes to things you can do with PLR content, you have a lot of options. I talked about a few above, but...

You can...

- ⇒ Create a product to sell either as your front-end product or a product for a funnel you're creating.
- ⇒ Create bonus products for your own products or products you're an affiliate for.
- ⇒ Use the content for content marketing and get traffic from your efforts.
- ⇒ Use the content to create an email series and promote your own products in the content or products you're an affiliate for.
- ⇒ Use the content to fill your blog with content.
- ⇒ Use the content for social media marketing.

Again... the list goes on and on and on!

Side Note: Want to learn multiple ways you can make money with PLR content? Then make sure you check out **The PLR Profits Society** at PLRProfitsSociety.com

But you need to have some kind of idea of what you want to do with the PLR you buy before you even buy it.

Once you've bought it, then I recommend you download **ALL** of it into a folder of its own on your computer. Go through every single bit of it, and as you're going through it take notes of ideas you get, changes you want to make, ways to use it, etc. Basically, do a brain dump of everything that comes to your mind. You can then revisit your notes and make a complete plan for actually using it.

Tip: When I take notes, I use a free software called Notepad ++. If you follow my teachings, you'll see me using this thing for all kinds of stuff. It's such a great tool!

Creating a mindmap with your notes is another great way to brainstorm and decide how you want to use your PLR content too.

If you have no idea what you want to do with PLR content and you know you want to use it because it's a great content shortcut here's what you can do...

*Ask yourself what's the first thing you **NEED** for your business?*

Do you need a product you can use as a "lead magnet" to get people to join your list? Then find something that you think your target prospect would be excited to get and turn that product into your own lead magnet.

Do you need a couple of products that you can take and use to create a digital product funnel, so you can have something to start making money with? Then go find 3 or so products that are related. Take each of them, turn them into your own products, and create your money getting funnel.

Do you need content for your blog? Search for content related to your niche. You can of course use articles, but you can also pull content from ebooks, reports, etc. and use that as content for your blog.

Do you want to sell PLR content, but don't want to create the content? Then go find PLR with reseller rights, and setup your own PLR business.

I'll stop there, and that's just 4 examples of the hundreds of uses of PLR in your business, but you get the point.

Note: Just make sure that you check the license for the PLR so you know that you can do what you intend to do with it or not.

The important thing is to have a strategy for your use of all PLR content that you buy!

Now once you have a strategy, it's time to...

Put The Work In

Look, PLR content is a great shortcut! When you buy high quality PLR content there's usually not a lot of editing you have to do. Depending on the kind of content and your strategy will depend on what you edit and how much you edit...

...BUT...

It still takes work!

You have to be willing to put the work in. You have to be willing to learn how to implement what you want to do with the content.

For example, if you want to take the content and turn it into your own product. If you don't know how to do this, you need to go learn. Don't let **NOT** knowing how to do something stop you. **EVER!**

With the amount of educational courses you can buy and free YouTube videos that are on the Internet there is literally no reason why you can't learn to do what you want to do to profit with a PLR package. Your options are wide open. **You just have to reach out and take them!**

If you don't know how to do something, start by researching it. As you research it, list all the steps it will take to accomplish what you want to do. Then go through step-by-step and do what it takes to profit with PLR in the way that you want to profit with it. When you get stuck on a step go find the resource that will teach you to do it. **Don't let anything stop you!**

Side Note: You can get all the help you need with PLR inside **The PLR Profits Society**. It's a community/membership where you can get coaching on using PLR from me, network with other PLR users, get REAL PLR reviews, access to a huge library of PLR how to workshops and more.

But most importantly... You get the HELP you need. Have a question? We have the answers! Come join us at PLRProfitsSociety.com

Whatever it takes to implement your strategy, **DO IT** because if you don't you'll never make any money with the PLR content that you buy.

With all of this being said...

What Are You Going To Do Now?

What I've just told you is a lot of common-sense stuff, right?

Buy high quality PLR content, have a plan to use it, actually use it...

I've also given you some ideas on how you can use PLR content, but now it's up to you.

What are you going to do now?

Here's my advice...

Start digging through your hard drive and see what PLR content you have, go through it, and scrap any that you find to be low quality. I know throwing stuff away is hard, but this exercise will allow you to declutter your computer **AND** your mind. It's therapeutic, it will get your juices flowing, and it gives you a chance to use PLR content you might have bought and forgotten about.

This will allow you to practice everything I've just taught you. Going through the content and making a plan for it.

If you don't have any PLR content, then decide what you need in your business and go search out that content.

But... If you do **NOTHING**, then **NOTHING** is exactly what you'll get. 😞

This simple advice I've given you here is truly how you make money with every PLR package that you buy.

If you're stuck, remember I gave you my [The PLR Profits Society](#) link above too. Come in here, ask questions, and get the help you need!

Whatever you decide to do with PLR, I welcome you to come under my wing and learn and **DO**. PLR is a **VERY** profitable resource that I'm passionate about because of what it's done for my business, and I hope it can do the same for you too!

I wish you much success on your PLR journey!

Liz Tomey

<http://www.PLRProfitsSociety.com>