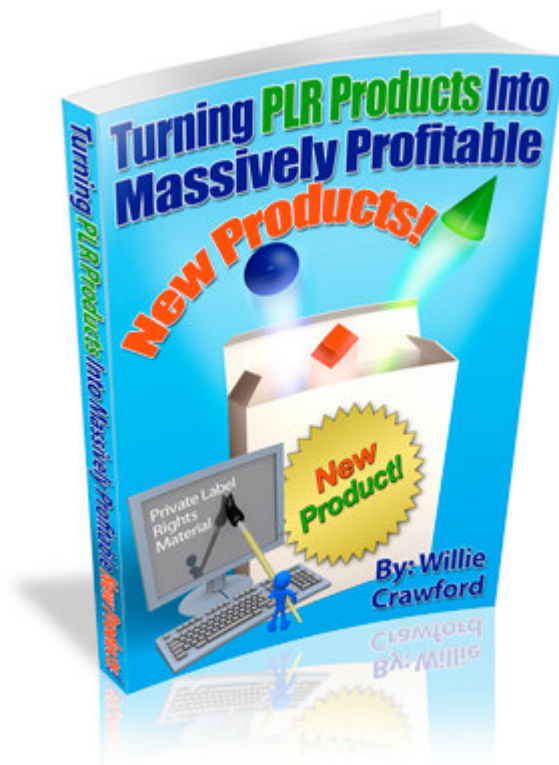


# Turning (Private Label Rights) PLR Products Into Massively Profitable New Products



## ... How To Turn Digital Dust Into Gold Dust

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**Derived From An Interview Between Willie Crawford and Michael Ambrosio. If you don't have the audio too, visit <http://WillieCrawford.com/blog/> to get it!**

**Willie:** Hi Everyone. This is Willie Crawford. I'd like to welcome you to the call. On this call I have the very special honor of interviewing my good friend Mike Ambrosio. Before we get into the interview I would like to mention that one, the call is being recorded, and that all rights to the recordings are reserved by Willie Crawford and Mike Ambrosio and their respective companies.

Second that all information provided on the call, the tips, and everything are offered for information purposes only. We can't guarantee the results you'll get from following our advice and suggestions even though it's working very well for us. So, you assume all risk for what you do with the information provided. Again, it's informational purposes only.

With that out of the way I'm going to go ahead and mute the lines. So, now it should be just you and I, Mike. For the folks on the line who don't know Mike, I've known him for a number of years. I think that we first met at maybe Ken Calhoun's seminar out in Denver.

**Mike:** Yes, it was back in 2005.

**Willie:** 2005, I think it was July of 2005 even, or maybe June. Before that Mike and I had swapped emails back and forth. And after that we swapped quite a few too. I often ran into technical problems or whatever and asked Mike for help with websites, and even help in producing Camtasia videos and things along those lines. He helped me with files and to make my campaigns better. I don't think Mike is doing a lot of that type of stuff now, but back then he was my technical expert that I turned to. So, Michael for the listeners who don't know you, you tell them whatever you'd like them to know about you.

**Mike:** Well, I've been on the internet in general since about 1998 or 1997. The first couple of years just putzing and surfing and playing video games, and that kind of stuff.

**Willie:** Right.

**Mike:** Then I started realizing that there were opportunities to make a few dollars here and there. Back then, this was around 2000 or 2001, I was about high-mid five figures in debt so I said to my wife, we weren't quite married yet, "I'm going to start a business on the internet." She said, "That's nice, dear. You just can't lose any money." So, that's kind of how I got started. Doing things like script installations and doing technical stuff. I have a technical background from my career during my daytime years as a instrument person. I was in the service, and so I kind of naturally gravitated toward technical type of stuff. I did a lot of behind the scenes work.

It was probably around early 2005 that I took an interest in internet marketing specifically and decided to migrate into that niche. And I kind of moved away from the time for dollar, which was webhosting. I was a full fledged web host by then, script installation business, web mastering services. I found it was becoming more of a job than a joy.

So, I kind of moved away from that and started dealing with information products. Specifically ebooks because they're a lot simpler. But also I have a huge interest in developing software or private labeling software. When I discovered private labeling it was a couple years ago, it wasn't really all that prevalent which made it really nice. Not everybody and their brother was doing it. I could sell something and almost nobody would realize that it was private label.

**Willie:** Right.

**Mike:** So, I instantly fell in love with it. I'll give you an example. I picked up a small php script. It was a Wordpress plugin that was an automatic article poster. It would post articles to your blog at random times that you said. It was a nifty little one file script. I bought the rights to it, and I added a few things to it and put my own touches on it. I started selling it.

I did this all over a Thanksgiving weekend, from Thursday night after Thanksgiving and then I launched it out that Sunday or Monday. Within the first two or three days I had well over a thousand dollars in profits just from that. My head was spinning over that. To some people that's not big dollars, but this was a couple years back so I was still in debt and I was ecstatic.

**Willie:** Us internet marketers, some of us are spoiled when we think about what's big dollars. Some of my mentors have taught me that a lot of people who start businesses on the internet really only want to make an extra 400 or 500 dollars a month or just to make enough to make the car payment.

So, we go out and we make 1,000 bucks in a day or two and we think and we think that's nothing big because we hear of other people doing much more. But, it's nothing to sneeze at, you know? That's more than a lot of people in my part of Florida make in a month.

**Mike:** It's gotten me and my family out of tons of trouble. It got to a point where we needed a few extra dollars for bills. Okay, let me throw together a product and go look at my hard drive out of the tons and tons of PLR products I have and see something that catches my interest and do what I've got to do. Then ba-da-bing there's another 500, 1,000, 2,000 depending on what I put together. Hey, problem solved. The more you do it, which is

what I really like about this, the easier it gets. You're just developing your own system.

**Willie:** I saw what you were doing on your site, in fact I'll ask the folks on the call to go and take a look at your site because I set up a link from my site actually that takes them there. It's at <http://TheRealSecrets.com/plr/> And PLR as in private label rights. So, it's at <http://TheRealSecrets.com/plr/>. And PLR is lower cased. I don't think it makes any difference on the directory.

The reason I had invited Mike on the call is that I had taken a look at his site, that site there, and on the site he basically pointed out that a lot of the products that I've bought from him over the past couple of years were made from private label material. First of all, I didn't realize that, and that's fine, but it just showed me how easy it is really to create a private label product.

As I went through his site, again that's <http://TheRealSecrets.com/plr/>. I was reading... he's got some tutorials that he offers on the site. I went ahead and grabbed those tutorials and I started going through them. In particular I was interested in the ones on developing your own software from private label rights because I've bought rights to a number of software packages and then turned to my programmer and said, "I want to put my own name on it, I want my own graphics, I want my own help files." All that stuff like that, and some programmers will say, "Sure. I can do that for 500 or 1,000 dollars."

What you showed me in your tutorials was how easy that is, how simple it is and how using fairly common... I think even some free tools that you can take that PLR source code, in particular since we're talking software, and in a matter of hours have your own private label software. When you give it your own name and your own graphics and everything, it is in effect a new piece of software.

And you touched on that. You touched on the fact that not a lot of people are making private label product, and I think, I know that even now not a lot of people are doing it because they're intimidated by it. They think it's difficult even to take an ebook that's private label and to make their own ebook out of it. I think that's fairly easy. But, I was intimidated by the thought of doing software until I saw your tutorials. And I've gone through all of them. I'm really impressed with that.

When I looked at Mike's webpage, the one I sent you guys over to is at <http://TheRealSecrets.com/plr/>, I really liked it for a number of reasons. One is my friend John Hostler wrote the website. John used to call himself "the internet marketing renegade." He's an extremely good copywriter who used to call himself "the anti-guru" too because he used to put down the so-called gurus. So, anytime I see his writing I instantly recognize it. It's really powerful, it just grabs you.

Anybody out there looking for a good copywriter, I highly recommend John Hostler. He's doing a lot of stuff lately with Liz Tomey and he's the one who did Mike's site. I don't know whether Mike wanted me to tell you that or not. But, he really did a beautiful job at it.

One thing that struck me also was how in your demonstrations or your examples you talk about how you started with a PLR product when you had a project that you needed, or something you'd like to finance like a mortgage payment, to get a house or a new car or whatever.

My buddy Paul Myers used to talk about doing that. He said that whenever he had something that he wanted, maybe a new boat or just some pet project he wanted to finance he didn't want to cut into the family grocery money. He would create a project and he would just set aside or allocate all the money from that project for buying whatever he wanted. And that really motivated him to get the project finished, kept him focused. So, I liked the fact that you did that.

**Mike:** There's nothing more motivating than knowing in the back of your mind that when you get done with this project it will either help you pay a bill, get you out of trouble, or finance a vacation, or buy a new something. Whatever you need, a toy or a necessity. It always helps me to have that goal in mind. To say, "When I get done with this project we're going to be able to go to Disney," or "my mortgage won't be late." Things like that. It is a big motivating factor without a doubt.

**Willie:** And I've actually started two fairly small projects, but said that I was going to take all the money from those projects and buy a boat. So, I can't have a boat until I complete those projects and make them a success. Actually get the product on the market, sell it, and pay all the taxes and all

that stuff. The money leftover can be splurged. That does keep you focused.

**Mike:** Oh, yes. It's rewarding yourself at the end. Sure.

**Willie:** And again, you show all these examples on your website of how you took different little projects and bought a car, right?

**Mike:** You know, a good example of what I did is I had a small php script that I had gotten from my former web hosting partner who also happens to be a really good programmer. He had developed this automated database backup system for our web hosting clients. It was never really intended to be a product for sale. As a web host we got a lot of people complaining about backing up databases simply, because php My Admin is not a real friendly tool sometimes.

**Willie:** Right.

**Mike:** So, he developed a script where people just typed in a few settings and they would set it and forget. I loved it. Being a little techie on my own, I thought this is a great product. So, we made a deal and I got the rights for that. I turned into originally Laser Backup. And as good as it was I knew that it had limitations and I wanted to add stuff to it. The coder that I got it from didn't want anything to do with it anymore so I knew I'd have to hire somebody. But, I couldn't really afford it.

This was about 3 years ago, 4 years ago and I was just starting to get my head above water. But, I didn't really have a whole lot to play with. So, I thought, "How can I do this?" I took what I already had and put a package around, called it Laser Backup, and I started selling it. It was slow at first because I didn't really have a lot of marketing knowledge back then. But, I did have a few contacts that helped me out and got me going.

Another tip is warrior special offer forum, it saved me a couple of times back then. What I did was I started selling copies of it. I took that money and put it aside specifically to hire a programmer to put in the features that I wanted. So, basically I used a free product, I did my own graphics at the time, wrote my own sales copy. I had some help actually back then from a marketer named Brian Garvin, I don't know how many people might

remember him. He helped me write the sales copy and we got it up and running.

I took the money from the sales of that and financed making it into the product that I wanted, which now is Database Backup Generator. So, I didn't spend out of pocket in advance. I did it for free, made some sales, took that money and bankrolled what I wanted to do with it. Since the release of that product it's made me well into the five figures and it's cost me really nothing to get it going.

**Willie:** You used a product to self finance getting it improved and took it from there.

**Mike:** Absolutely.

**Willie:** And for those on the call who don't know Brian Garvin, if you host your website with Host4Profit he was one of the first resellers to win that free trip that they advertise when you sell 500 accounts. He's done a lot of other stuff too. He's a fairly savvy marketer.

Let's get into the how to or the how and why of your system for using PLR products. First of all, why do you like private label rights products?

**Mike:** What I like about them is, again I have a pretty good technical background so that makes me what I call left-brain which is the more logical problem solving side. Sometimes I'm lacking on the right-brain or the creative side. So, coming up with product ideas doesn't come very easily to me.

Now, I've written ebooks from scratch and things like that, but I'm the kind of person that I need weeks of quiet time to write a 50 page ebook. There's people I know that can crank out 50 pages in about 3 hours, so that kind of gives you an idea. What I like about private label is I can kind of go through my stash of what I have and find something that appeals to me that looks pretty good and reads pretty well and just really make changes to it by adding a chapter, rearranging some stuff, taking some text out and giving it a new name and putting an ebook cover on there and selling it as a brand new product. That's why I like it so much. It's really my saving grace. If I don't have an idea for a product I just look at my hard drive and I come up with something.

**Willie:** Right. I'm actually that person who, well I've offered two or three warrior special offers recently and all of those products went from just an idea in my head to a written ebook and a sales letter in under 12 hours. A couple of them were a sales letter in 4 or 5 hours and that included asking someone to review a couple copies so I could get some feedback and testimonials. So, I do a lot of stuff from scratch. But, there are a lot of topics that I know absolutely nothing about and that I'd like to have products on because they're hot topics. That's where I turn to PLR type stuff. Basically I look at it as somebody's already done the research for me and it's just up to me to put it in my own words and make it my own product.

**Mike:** The funny thing is, I've actually, from other people who are very good at private labeling products, I've purchased ebooks that once I purchased them and I started going through I would go, "Boy, this looks a little familiar." Then I'd go back and look through my own stash and go, "My goodness I have this."

In fact I private labeled an ebook that was a private label of an ebook. I did quite well with it in fact. I didn't realize that what I was private labeling was already private labeled from another ebook. I didn't even realize it, that's how good it was. I found out weeks later.

**Willie:** I was trying to learn about RSS once and I bought one ebook. Then I had someone over at the warriors ask me if I mind reviewing their ebook. I got about a third of the way through before I recognized the exact phrases in certain sections. I emailed the person back and I said. "I think you stole somebody else's book." And they said, "No, actually I bought private label rights." So, I've seen that too.

Yet you've pretty developed a system where you do it over and over again with a number of different types of PLR products. What's your favorite type of PLR product?

**Mike:** Hands down my favorite is software. It appeals to my curious side, my technical side. I absolutely love software. My early years on the internet I talked about surfing around. I actually discovered so many sites on the internet to download free software and free code, and just played. That's how I got into the script installation business. I found free script sites and would download scripts and practice installing. My hard drive was

loaded, hundreds upon hundreds of scripts. I would just play with them. So, software is my first love of private labeling. However, for the speed aspect if I need something quick, ebooks are the way to go.

Software typically sells more because you can sell it at the higher price. But, you can do ebooks probably twice as fast. Especially if you have to do any kind of programming or coding in your software or script. So, my favorite is software, but the ebooks are the quicker ones to do.

**Willie:** And I've done quite a few ebooks. Again, software intimidated me until I went through your course and saw some of the tools, saw the techniques, saw how easy it really was and then I realized that a lot of the software I purchased probably did start out as private label or source code that somebody else bought and even just cut and pasted blocks of code. It can be that simple.

**Mike:** Some of my earliest examples that I've watched use private label for software, one of the first that I knew of to do it, I know he's not the first to do it, but one of the ones I became aware of was Armand Morin. In fact some of his earlier programs that he released were actually stuff that he found on a free open source code. He had a few features programmed in, wrapped his own wrapper around it and sold it and made literally millions of dollars doing that.

**Willie:** And that's still his system today. When he sees something he really likes, especially if it's open source he'll turn to the programmer and say, "Can you create something that does something similar for me, but that's not open source?" And there's nothing wrong with that because what he's doing is he's making the market aware of software capabilities that they wouldn't otherwise be aware of. Then the beauty of his system is he has this huge network of affiliates already there, so when he creates a product it's just a matter of letting his affiliates know and they go out and promote it and make him a small fortune.

**Mike:** Absolutely. I just did something very similar. There was a product released a few months back that I really got a kick out of, but the price tag for me was a little high for the type of product that it was. So, I did a little bit of research and I found a site that uses a lot of java script and dhtml and that kind of stuff, and I found the exact same thing for free. The difference

was what I found for free you had to edit by hand, copy and paste it to your pages, and tweak and tweak.

So, what I did is I had my programmer write a Windows application to wrap around it to automate it. You create an html, you upload it into the software, you change some settings. It's a pop up tool. It makes interstitial pop ups as they're called, or light boxes some people call them. You can make them in literally seconds and with no errors. That was all just from researching an idea, finding a free resource and having my coder write it to my specifications and create a Windows application. It sold like hot cakes. It still sells.

**Willie:** You just mentioned researching. One of the questions that has to cross most people's minds is that they could spend a lot of time developing or paying to have developed, although there's no reason to pay for it using your system, to develop a product and then it not sell. So, you need to research the market first and make sure there's demand and all that stuff like that. Do you have some favorite methods for researching this and locating a hungry market?

**Mike:** The thing is I have a whole section in my site that actually goes through researching and how to research niches. To be quite honest, what works best for me is keeping my finger on the pulse. I play in the internet marketing field. I don't really go outside this niche too often. So, I'm always in the more popular forums. I'm on everybody's list, in fact in most cases multiple times. I look at what the trends are and what's coming up and what people seem to be asking for.

The other thing that I've done also is run live surveys to my list, and I'll ask other people to run it to their list. Sometimes surveys will really reveal something you never would have thought of. I think surveying is also very important. If you have a list it works great. If you don't have a list, that's fine. You can put up a survey and post it to forums, the right way of course with signature links and stuff. Sooner or later you'll get the answers you're looking for in terms of what people are looking for. Really, keeping a survey simple as saying, "If you had just one tool that would help you do your job easier or faster, what would it be?"

Actually, Paul Myers, you mentioned him before, has a great method for that. Actually, it's a spin off of Marlon Sanders, the twelve product method.

You come up with twelve titles and you say, “If you could only have one of these which one would it be?” Only ask for one and that’s it. The results kind of surprise you. You don’t leave room to be ambiguous that way. You’ll get some amazing answers that way too.

**Willie:** Paul is a very sharp individual, as is Marlon. Marlon is one of my heroes. I don’t know anybody out there with greater integrity than Paul. When I look, still, at doing my own private label products, you mention that you did your own graphics for the first product you did and a lot of other stuff. I outsource certain things essentially just because I’m not good at them. When you change one of your PLR products, how much do you outsource and how much do you generally do yourself? Also, where do you like to outsource it?

**Mike:** Well, the more successful products that I private label the more I outsource. And the reason why is because I do not like doing graphics, for example. Again, appealing from the technical side of me I know how to use software such as Photoshop. I have Photoshop, I know how to open PSP files and I know how to work my way through your most basic ebook graphics. I know how to use the ecover scripts, the action scripts.

My problem is color coordinating. My problem is knowing which picture to use on that ebook cover. The creativity, again that’s where I hit my stumbling blocks. Now, again if I have some nice quiet time and I’m not in a rush I can certainly do it.

I’ve done probably, out of all the products I’ve launched, about half of them I did my own graphics and the other half I outsourced. You could probably tell if you look close enough which is which. But, now that I outsource I have a whole list of cover designers that I’ve used in the past.

One of the best out there is Bling Covers, and he does a marvelous job. But, he’s so in demand now what used to take him two days is taking him two weeks. But, that’s because he’s such in demand. There are many, many talented graphics people that I’ve used over the years for the ecovers and the header graphics in my banners and things like that.

**Willie:** We sound the same there in that I’ll have a product that I want to roll out and the first thing I do is I email Michelle Brouse at <http://EcoverFX.com> and say, “Here’s my concept, any ideas?” Often

within an hour or two I'll get something back saying, "What do you think about this?" And 90 percent of the time it's perfect.

**Mike:** That's when you know you've found a very good graphics person. That's what I have trouble doing. I will say to who I'm using, and I've used Michelle before, and I've used Alex from Bling Covers, and Andy Eden I used early on, I would say, "I don't know what I want, I just know that I want it based around the color blue and this is what the product is and this is what it does." Usually I get back with very little corrections exactly what I want. Again, that's the portion about finding a good cover graphics person that you mesh well with and who understands what it is you're looking for.

**Willie:** I've also run into the same problem you have. The really good ones they get so much work at times that it's like, "I can do it, but it's going to be a week from now." That also tells you that they're good. It's like you're driving down the street and you're trying to pick a restaurant to eat at. You eat at the one that has the most cars parked in front of it.

**Mike:** That's right. Exactly.

**Willie:** But then some new restaurant owners will go to the local car dealer and ask them to move a bunch of cars over there so the parking lot looks busy too. So, you have to know the tricks.

**Mike:** That's true.

**Willie:** So, as far as outsourcing you outsource the graphics. Do you still do most of your own minor program modifications or rewrites of ebooks?

**Mike:** I am not a programmer. I'll say that upfront. Windows applications I don't touch. I do actually have Visual Basic and a couple of programs like that, but the learning curve and the time involved is something I don't have the time for so I've opted not to do that.

**Willie:** Okay.

**Mike:** But, PHP scripts I can do minor tweaks. Most of my outsourcing I've done through Rent-a-Coder, but I've gotten lucky enough to find one particular programmer on Rent-a-Coder who is not only reasonable in price, but understands what I want and is pretty good on his turnaround. I get

relatively bug free product, and even if it's got bugs he fixes it almost immediately. I never have to chase him down. So, that's a lucky thing when you can find somebody on a site like a Rent-a-Coder.

I've also had the opportunity over the years of being partnered up with several programmers here in the U.S. and they do a lot of really decent work. Content Box Generator is a great example. That was a private label windows application and I thought it was the goofiest thing. It makes testimonial boxes basically, the boxes with the dashes around them. I used to have trouble with those div boxes, making them look right.

I happened to catch this in a 97 dollar package of software PLR and I thought "Wow, this is cool." So, I opened it up in my Visual Basic just to change the graphics and I was able to do that. I compiled it and put a mail out to my list saying, "Anybody want to test this for me?" One person that tested it happened to be a programmer who gave me a long list of his ideas on what he would do differently.

We talked on the phone and he said, "Look, I'll tell you what. I'll do it for you for nothing if you help me launch some of my other products." We kind of traded services and I got all that coding done for nothing. I put his name on it next to mine and that was it. So, another valuable tip, if you have a list put out an email to your list and ask for help. You'd be surprised at the responses you get.

**Willie:** There's a lot of people out there with different skills and talents who are looking for partners. They know their weaknesses. For example, I get a lot of people coming to me looking for marketing because I'm a fairly decent marketer. But, I'm not a graphic artist, and I'm not a programmer per say.

But, when I looked at your tutorials they made me bold enough to go out there and tinker with some programs. I've actually created some stuff that works the way it's supposed to.

**Mike:** That's always a nice feeling, isn't it?

**Willie:** It is. To actually create something and install it, and have it work.

**Mike:** And to have very low refund rates. I think with my recent launch of You Can't Block This, I've sold several hundred copies and not had a single refund. Not one. And not have a single service stick. It's a simple program, thank goodness, but that's why I use the same programmer that I've been using. He pays attention to detail. You get rid of the headaches first, you beta test it and then you release it.

**Willie:** Right. And that makes perfect sense. When you do PLR tech space stuff, like articles and ebooks, how much do you change there? I was on the warrior forum today and there was this guy who kept asking questions about PLR articles. He was asking about submitting them to article directories, and he was like, "What percentage do I change?"

**Mike:** That's an interesting one. I've asked that same question on some interviews in my membership site of a couple of experts. And I got two completely different answers in their viewpoints. Most people that buy PLR article packages, they figure, "I'm going to put my name on them and slap them up in article directories."

**Willie:** Right.

**Mike:** I'll tell you right now that's a mistake on several levels. First of all duplicate content. Second of all a lot of these packages the quality is just not there. You have to buy these with the understanding that what you're buying are ideas and a leg up, and that you need to rewrite them. Period.

Most article directories if they notice that they're just blatant copies they'll just de-list them, so why waste your time. Also, there's speculation, and I've never tested this, about duplicate content and Google penalizing rankings for that. There's a bunch of experts with their opinions on it.

In answer to your question, I've had one expert in PLR say between 30 and 50 percent or more. And I had one that said I don't use them in article directories and I think it's a foolish endeavor to do so. So, again a lot of that depends on your personal view point. I also think it depends on the niche.

**Willie:** Well, I know people who operate article directories and I know some of the software that they use for running the article directory looks at an article and looks for sentences or paragraphs that are already in the directory. It's very easy for a piece of software to go through millions of

words in no time at all and to recognize patterns. So, for you to just change the first and last paragraph, or change a few words, the software can identify it as identical or very close to another article.

**Mike:** Right. So, again it can become a useless endeavor. I personally think to buy PLR articles, I personally use them to rewrite to a certain degree and I use them as either autoresponder ecourse or series, or as content on a website or my blog. I use them as articles in my newsletter sometimes.

**Willie:** I use them to get a head start on my research basically. Now, you mentioned that they need to be quality articles. One of the things that I tend to notice is English is probably the most universally spoken...maybe not, but English is spoken in most countries now. It's the international language of aviation, it's the international language of commerce.

So, a lot of people speak and write English, but not all English is the same. The English that is spoken in the U.K. is different, the English spoken in India, the phraseology is different. I can read an article or an ebook and there's a chance I can tell where it was written. The Australians use certain terminology, the British use certain terminology, the Canadians use certain terminology. Because I've traveled to 47 different countries I often can recognize a phrase and say, "Oh, this guy was from India."

**Mike:** That's right.

**Willie:** If you're publishing something over your name that uses a phrase that Americans would never use, that's obvious.

**Mike:** Sure. The nice thing to is using sites such as Rent-a-Coder or elance, and I always refer to Rent-a-Coder because it's really the only one that I've used over the years and you can also get authors and graphic artists there as well even though it's called Rent-a-Coder. When you're posting for a job, and I'm assuming the other sites will do this to, they actually will ask you from what region of the world are you looking for somebody to write.

So, if I'm going to put something out that I want to be, I don't want to just say quality, I'll say in a language that reads like I've written it and I'm from the U.S. So, I can't have somebody from the U.K. or India writing in their phraseology and pass it off as mine. That's just not going to work. You can

actually opt to choose a region of the world that you want your offer to be from.

I'll do that for ebooks that I want to have, like I have a special report that I had written for me for one of my sites that I give away as a lead generator and I specifically looked for someone in the U.S. to write it. And it cost me probably two to three times more, but what it's gotten me in return it was well worth it. So, I think that's something you're going to need to take into consideration if you're going to hire somebody to write. Where you're going to use these articles, or where you're going to use your ebooks, and how you're going to use them.

**Willie:** Right. And actually if I were hiring a ghost writer to create articles for maybe a PLR package then I would be less picky than if it was a product I was going to put my name on.

**Mike:** Correct.

**Willie:** Now, we talked about just converting text based PLR product to an ebook or whatever. Well, actually I've gone through your tutorials and I know how you do the ebooks and stuff, but you don't really have a set percentage that you change?

**Mike:** A lot of that will depend on how big the ebook is, what the subject matter is, and how good it is to begin with. If it's a subject matter I'm pretty versed in I'll probably go through and read it with a fine tooth comb and make changes that could be equivalent to 30 to 50 percent of the ebook, which could include adding, taking away and just writing some new content. Now, again it depends on what I'm using it for. If I'm putting together a package of products that are just meant to compliment another product and make them relevant I might only change 10 to 20 percent of it. It depends.

If I'm putting out a piece of software, for example when I put out that Wordpress plugin, I had gotten some PLR reports on blogging. One on blogging, and one on RSS feeds. So, I went through them, not with a fine tooth comb, and made some changes and put my own covers on them just because I knew they were relevant and that wasn't my main product. They were meant to be little bonus additions and that's that. The reports were good, so I really didn't feel the need. Plus, at that point in time I wasn't expert on RSS feeds, for example, so I didn't feel I could add any more

value to it anyway without going through a lot of research and writing. And I didn't feel that in this particular case it was necessary.

**Willie:** Okay. Basically, what you're saying there actually is something that I teach some of my coaching clients, which is to know when good enough is good enough and to leave it alone because if you keep tinkering with it you'll never get it on the market.

**Mike:** That's right. That's something that took me a long time to learn too.

**Willie:** And again, you're looking at the purpose. If it's not your primary product you don't have to make as many changes to it. I like that line of thinking. Let's see. I was going to ask if you had any favorite places that you got to find quality PLR type products. I know they're all over the place.

**Mike:** The PLR membership sites now are a dime a dozen. So, I tend to join quite a few of them to see what the quality is like, and then I'll weed out the ones that don't seem to put as much emphasis on quality as another. I don't necessarily join the one that gives me the most for the best buck because you'll get people that will charge 9.95 a month for two brand new products, but the products really won't be worth that much. So, I'll join a bunch and then weed out the ones that I don't want.

Actually, one of my favorite spots to look, especially for PLR like ebooks and stuff, is right on the warrior forum in the WSO forum. At one point in time I was a WSO junkie just buying PLR product after PLR product. You still get some questionable products even on the warrior forum, but if you know the person who is selling them to be, like for example, there's one right now by Rebecca Hagel and she's got a stellar reputation. She's a wonderful writer.

**Willie:** I know Becky and I love her writing.

**Mike:** She's fantastic. And to pick up a PLR package from her you're guaranteed to get a quality package. So, that's a no brainer to me. 40 bucks for four brand new PLR products is a no brainer to me.

**Willie:** What I noticed about Becky is she just enjoys writing, so she'd rather write than maybe throw together a web page that's a decent web page too. But, she'd rather do that than market it a lot of times.

**Mike:** Absolutely.

**Willie:** She seems to love writing, and she really puts a lot of time and energy into it. I have a number of her products that were PLR that I've remarketed and they sell quite well.

**Mike:** Yes, absolutely. I've actually bought PLR from Paul Myer too. He's done a couple of them. I've bought PLR from you, Willie. I'll buy from anybody I know that has a good reputation for either their writing, their marketing skills, or their copywriting skills. I'll buy PLR products.

And I don't always do something with them right off the bat, but they're there. In fact I've gotten to the point where I've got so many of these products sitting around doing nothing that I've actually hired somebody to go through everything and sort them out and categorize them for me, then I can determine what might make a good package.

Then he also is a technical writer by trade. He actually has a day job technical writing. What that means is he can take any subject, research it and write an expert piece on it. So, I'm kind of curious to see how this plays out because it's a new relationship. So, we haven't released anything yet. We're still in the categorizing of these.

But, when you've done this long enough you make contacts and you know places that you can go to. A great idea too if you want help rewriting is to go to a local college and put up an ad.

**Willie:** Yeah, that makes perfect sense.

**Mike:** That's a great way to get very inexpensive help in fact. You can do that for so many things, including help setting up your websites and building web pages. It's a great resource, especially if you live in an area that's got some colleges or community colleges. It's a great place to go.

And there's also a few very small, in fact just yesterday Liz Tomey pointed me to a great resource that you don't have to pay a monthly fee. Whenever you want a product it's exclusively written for you, plus a sales page, plus graphics, plus everything, for I think it's like 197 dollars. Now, that's a little steep if you're starting out. But, once you've established yourself a little bit

and you've made some money and you're starting to build a list you're better off paying 200 dollars for an exclusive product that's well written, and well edited, and comes with a sales page, and all you have to do is make tweaks to it and get it up and running.

You can buy one tomorrow, have a site up in two days part time and put up a WSO or sell it to your list and you'll make your money back ten times over in some cases if it's a really good piece. So, don't discount them simply because of the price. You can fund your projects like I gave as an example in the beginning of this call.

**Willie:** Yeah. And I have a number of ebooks in circulation that I paid in the hundreds of dollars for the semi or totally exclusive rights to. I bought one as a WSO where the author had ghost written it for somebody else that changed their mind, for example. That ebook has probably over 10,000 copies in circulation right now. And all of those copies have links to my backend products and things like that, and they're all generating traffic for me.

**Mike:** Yes. Very, very important to do. If you don't do that with a PLR book, then go retrieve them and do it now because that's really another great reason for PLR. The speed of which you get them out. You can get them out and use them as lead generators and give them away and have your links in all these books. Before you know it people are giving them away for you with those links in there. You can generate tons of traffic with that.

**Willie:** The listeners on the call would be shocked at the number of sales you make without really trying once others start spreading material that has your links in it.

**Mike:** Yeah. I'll get Paypal notifications and I'll look at them and go, "What is that from?" Because in the early days I didn't really put a lot of tracking into my linkage, so I still get sales from my form building tutorial that I put together 3 or 4 years ago. I'm still getting sales from that. They're not huge numbers, but it still shocks me that they're still out there and people click on those links.

**Willie:** I get the Paypal notifications. I also login to my Clickbank account and I'll see dozens of sales for products and I'll think, "What in the world is

this?” And I’ll look up the publisher’s name to figure out what the product is and it will be something I recommended in an ebook 3, 4, 6 months ago and it’s just now really getting into circulation and generating a lot of sales for me. It’s like free money.

**Mike:** That’s a great tip right there, is even if it’s not a PLR even if you’re writing your own ebook, if you’re writing on a particular subject be sure to put links to relevant products. There’s nothing wrong with that. As long as it’s not a 20 page ad you’re fine. There’s no reason why you shouldn’t. You’ll make some backend sales.

One ebook in circulation of a hundred copies is not going to make you a lot of money, but if you put these out one after another, one a month for a whole year gives you twelve a year. And they’re downloading them by the thousands a year. That’s a lot of copies out there. It adds up after awhile.

**Willie:** It does. My friend Marty Foley wrote a book maybe 3 years ago and he sent me a review copy. And I think he was the first person I noticed that he was telling how to build a business and he did a beautiful job at it, but every time he mentioned that you need a certain type of service or product he’d make a recommendation. And then that recommendation I later noticed was an affiliate link. I mentioned that to him, and he was like, “Well, if you really think the product is that good why not become an affiliate for it?”

**Mike:** Sure.

**Willie:** Then I pick up Cory Rudl’s course and notice the same thing. He says you need a merchant account, well it’s a link to a merchant account that they’re an affiliate for. There’s nothing wrong with that as long as you honestly believe in what you’re recommending.

In fact I’d say if you’re going to recommend a product or a service and you’re not an affiliate for it, go over and see if they have an affiliate program. If they don’t have one or you can’t find the link, email them and ask if they have one. Again, if you recommend a product or service to a customer in your ebook and they go out and buy it, they’re going to buy it anyway whether they buy it from you or from someone else.

So, why not earn the commission on it? That's my line of thinking there. I don't think you lose credibility by recommending specific products where you use affiliate links in your product as long as it's not horrible.

**Mike:** We're all in this business to earn a few dollars. Putting together PLR products is one way of being an affiliate and putting links through these PLR products is a great way to do it. I don't know if you remember, but there was a point in time that to buy the private label rights to an ebook would cost 500 bucks.

**Willie:** I remember that. I sure do.

**Mike:** So, not a lot of people did it. Then as the prices came down, and unfortunately in some cases so did the quality. But, now they're selling 10 in a package for 97 dollars, it's worth it to spend the 97 dollars even if you only get one good product out of it. You'll make your money back 100 times over or more if you really do it right.

So, why not put these links in there? Why not be an affiliate for decent products? Especially if you already know the products, or the people behind the products. It's a no brainer to me.

**Willie:** To me too. Now, I mentioned earlier that in your tutorials you talk about certain tools that people can use to modify software to work on ebooks and things like that. Do you have any favorite tools of the trade that you'd like to recommend for people who are reworking PLR type products?

**Mike:** Well, it depends on the project. A lot of people don't know this, but there are some PLR software for example. Actually, I won't even call it PLR, I'll call it rebranding rights software because what I'm describing isn't so much you changing the source code as putting a wrapper on it with your name and your site and your graphics.

But, there's actually a piece of software out there that will, there's more than one but the one I'm talking about is free, that you can use and in fact when Jeremy Burns sells his packages there's typically at least, one sometimes more, of these products in those packages that use this free software. All you have to do is open the software that rebrands, and then open the software that you want to rebrand. It's as simple as changing some links and

some image designations and you have a piece of software that looks like yours.

In one of my tutorials I show that with an article submitter, for example. One minute it looks like one piece of software, the next minute it looks like another because I created some graphics and I used this tool to wrap around it. And that's one of my favorites because it makes the job so much easier.

In fact, when I did *You Can't Block This* I kept that in mind and I had my programmer build me a brander for it so people can do the same thing. If they bought the upsell with the brander they put in two graphics, two links, and their name and their about information and it becomes their piece of software.

**Willie:** That was the one tutorial I was thinking about where basically you said you take your private label stuff you open it, you drop in the graphics in the appropriate place using that piece of software, click the link and boom you've got something that has your wrapper on it, has your contact information and all that. And the software is ready to be sold as your own, and it is indeed your own software.

**Mike:** Absolutely. That I'm starting to learn too, because I'm not a programmer, but I know enough about programs to at least ask the right questions of my programmer. When I had this one built as kind of an afterthought I was instant messaging him one morning and I said, "Well, how about a brander? Can we make a brander to change the header graphic, the about graphic, the outbox, and this link and that link?" And he IM'd me back almost immediately, "Of course." It was just to him like, "Give me somewhat of a challenge."

If you're going to private label a piece of software that doesn't have a brander and you're using a coder have them make a brander for you. It becomes very simple for them to do and now it becomes easy for your customers to rebrand it to themselves, and you can charge the higher price because now you're selling the branding and the resell right options.

**Willie:** Or you could even sell them. I've bought one piece of software where the person I bought the source code from I said, "Can I get your programmer to go ahead and throw my graphics and my name in and that

stuff?” And he said, “Yes,” and he charged me an extra fee for that. I’m sure it was not much more than dropping it into a rebrander like you said.

**Mike:** Absolutely. Sometimes that will make people kind of go, “Ugh, I’ve got to pay.” And I understand. As I said, when I started I was five figures in debt when I came onto the internet. But, I was not deterred because the one thing I learned about the internet is the barter system is alive and well. If you don’t have the money to do certain things make trades. Don’t be afraid to ask questions, to find a programmer say on the warrior forum that’s looking for a leg up on marketing end and you’re looking for a leg up on a programming end and trade services.

I got into web hosting to pay for my own web hosting. I got my first customer by trading services. I said, “Look, I’ll let you host on my sites and you give me this or that.” That’s how I got started. Before I knew it I was hosting myself for free because I had enough customers to pay my bills.

You can do that with software too. You can do that with ebooks. You’re not a graphic artist? Fine, find somebody who is. In fact here’s a great example. A fellow on the warrior forum by the name of Ross Goldberg did this very recently.

**Willie:** I know Ross quite well.

**Mike:** Exactly. He was ready to release a piece of software and he had no money to get a set of graphics. Now, a decent graphics designer to do a full package for you will cost anywhere between 97 and 197 depending on who you use and the quality you’re looking for.

He didn’t have the money. So, what he did was he went onto the warrior forum and said, “I need a design, I need a box cover, if you want my software for free come up with a box cover. Whoever I use, I will give you the software.” He had like seven people submit box covers for free. He found the one he wanted and he gave that person a free copy of the software. It was just that simple.

**Willie:** Ross is another one of those people that’s moving quite rapidly. He just hosted his first seminar out in the Midwest.

**Mike:** He's a very dynamic individual. My first conversation with him lasted 4 hours. Chock full of high energy, good information, great ideas flowing from this guys brain. He's one of those people that can write, and you can walk in, interrupt him, and then leave and he goes back to writing. When I'm interrupted it takes me 45 minutes to get back into frame of mind. I'm one of those kind of writers.

**Willie:** I'm the same way. I have to go find a nice quiet spot, a park or someplace like that where the phone is not ringing.

We've gone for almost an hour, and what I want to do is first of all is I want to encourage people to go over and look at your site. The one I gave the url for earlier which was <http://TheRealSecrets.com/plr/>

But, I want to encourage them to do that because you have a very nice set of tutorials that takes them step by step through really everything involved in taking a bunch of private label rights and getting them to where it's their own product. In fact your tutorials cover things like getting a website registered and learning to ftp and it goes all the way through to actually changing code in computer programs as we mentioned earlier. So, I think it's a really great set of tutorials, and I think a lot of the people that will be listening to this are like me. They've bought a lot of PLR type stuff or even had some given to them over the years and it's just sat there on their computer.

What you've shown is that you can take any one of those products and turn into your own product and literally in a couple of days generate thousands of dollars from it.

**Mike:** Yes, absolutely.

**Willie:** So, you've got all this money just sitting there on your hard drive and you're not using it. I'm going to be pushing out a number of different products using your tutorials. In fact my plan is to actually take some of those products and find categories on places like Clickbank where nobody's listed a similar product and actually list my products there and sell them through affiliates. But, I'm not going to create it myself. I'm going to take private label stuff.

**Mike:** Absolutely. Private label to me it's a no-brainer. I'm one of those that have bought stuff with all great intentions and it sits there. When I started really doing it and realizing this is a great way to make some money. In my tutorials and my case studies I even talk about the fact that this one took me a total of 12 man hours over 4 days. Because I work on it 2 hours here, 4 hours there, to me it's fill-in work almost.

When I'm developing my other sites I get brain fried from doing it. In fact You Can't Block This I did because I was getting brain fried putting my site together for PLR Dominance and I had to take a break from it. So, I did You Can't Block This, and I actually recorded a lot of what I did and used that as my final case study.

**Willie:** Oh, okay.

**Mike:** To me it was a great break to just do this. It took me almost no time at all. I spent more time waiting for the programmer to finish it because I caught him in the middle of another project. Then I went through the steps of what I did. I think I launched it on a Wednesday afternoon, I started it out as a WSO and then I mailed my list members. By the end of I think a day and a half I had over 3,000 dollars in sales. To me it paid for itself, I paid the affiliates, and I still had 4 figures in my pocket after a day and a half. It's a no brainer to me.

**Willie:** It's like free money. And especially for people who are having trouble coming up with their own product or finding products out there that they like that they can sell. They want something different that not 1,000 other marketers are selling. Private label is the way to go. And in certain niches it's just obvious that people want more information on those topics.

**Mike:** Oh, yes. And another great way for private labeling stuff is, especially software, there are a lot programmers out there that try to be marketers and fail miserably. They might have great products and you can find them just by Google searching some ideas that you might have and looking for software. And by looking at their site you can tell by the copy, and you can tell by the quality of the site that, wow, they're not much of a marketer. But, their program is wonderful, I just bought it and it works great. So, you approach them and you email them about it. Say, "Listen, I would love to buy private label rights from you. Can we make a deal?" Some of them will do it. Some of them absolutely will.

**Willie:** Yeah. And I think part of that is they think if they're not selling it they think "Why should I just let it sit on the shelf and age?" They want their work out in the market place so that makes perfect sense. I guess some if they don't want to private label it even would partner with you and do other work and you just market it.

**Mike:** Exactly. I've done that with several programmers over the years. Database Backup Generator is a great example. My former partner is a programmer and he said, "I don't want anything to do with being out in front of anybody. I'll just stay in the back." So, that was a great arrangement for me.

Then the gentlemen who did Content Box Generator feels basically the same way. He said, "I like building products I don't like to market, so let's trade. Let's help each other out." And that's what we're doing.

People are out there. You can go right out to the warrior forum once again and there's a JV area and actually look for people. Actually put out a request. I'm looking for a programmer that needs a marketer. I'm looking for... we can trade services. And you'll be surprised at the answers you get.

**Willie:** Because there are a lot of really brilliant people out there who are bouncing ideas around their head or who have actually written programs and don't know where to go next.

**Mike:** Absolutely. Here's another piece of advice I give people because I do this myself. I from time to time host lunches with warriors where I live in New York. The first one I did there was 10 people. The second one there was 6 people because it was a very rainy day. But, the third one that I did 36 people showed up from Canada, from Georgia, from Connecticut, from Boston, they drove in for this.

What I got out of that was the second one I did, which there was only 6 of us, I met a fellow who lives 45 minutes from me by the name of Fabio.

**Willie:** Right. "FabMan."

**Mike:** "FabMan," that's right. He's got that creativity that I lack, and I've got the technical expertise that he lacks. So, we have teamed up on several

projects all because we got together and had lunch and we bounced ideas off each other and became partners on several projects. We had three launches that did into 5 figures inside of a year to a year and a half.

So, don't be afraid to put up a post looking to have lunch with somebody in your area. You'd be surprised. Again, these are things that are at your disposal and don't cost you anything. I do lunches because it's an alternative to seminars. Seminars cost several hundred to several thousand, but a lunch cost you 20 bucks. And you don't know what you're going to come out of there with. My 20 dollar lunch that I paid for had made me literally tens of thousands of dollars. So, don't overlook that either. You can find great partners that way.

**Willie:** Within 20 minutes of where I live, I'm in the Pensacola, Florida area, there are at least 10 internet marketers that I know of and I think 4 of them are very active on the warrior forum. And I do get together with them over lunch and we talk about a lot of projects. We've worked on a lot of things together. So, that is an excellent idea.

We've gone right at an hour. I don't want to go too long and put our listeners to sleep. What I wanted to do is I wanted to open it up to maybe a couple of questions. See if maybe they had anything that they wanted to throw at you.

But, before I did that I wanted to encourage them to go ahead and take a look at your site again, which my link that points to it is <http://TheRealSecrets.com/plr/>. And if your product interests them, the tutorials and the bonuses, and all that stuff I wanted to encourage them to go ahead and grab it.

With that do you want to open it up to a few questions?

**Mike:** Sure. If there's a few questions I'd love to try to answer them.

**Willie:** Okay. You never know what questions we're going to get on calls like this.

**Mike:** Be nice.

**Willie:** Hi, guys. The line is open now. Do you have any questions for Mike or I.

**Female #1:** Great information.

**Willie:** Thank you. Did he give you a fairly good idea of how he does it? I've seen him roll out a lot of products so I know his system works great. I mean, it is a system, it's a step by step process that he has.

**Mike:** The funny thing is until I sat down and put the site together I didn't realize how systematized it already was. Until I really sat down and documented what I was doing and thought, "Wow, that is systematized pretty well."

**Willie:** And the beauty of his system is it's something you can do over and over again without having to really fumble through it. Did anybody have any questions for Mike tonight. You get off easy, Mike.

**Mike:** That's good because I might have fumbled the answer.

**Willie:** Okay. So, what I wanted to do then is I wanted to just encourage everyone to go over and take a look at Mike's site. Again the link for that is <http://TheRealSecrets.com/plr/>. Go ahead and grab that package of tutorials.

Mike gives very in depth videos showing you step by step how he does all the process. He actually lets you watch as he takes a piece of software, opens it up, brands it. You'll watch it and find yourself saying, "I can do that."

He also is offering streaming video, but you can download the video too so if you don't want to watch it online you can watch it on your computer. He gives you PDF documents so that if you prefer printing it out and reading it. He gives you the tutorials in a lot of different formats, and he gives you some excellent bonuses. I grabbed the package at the first chance I had and I have printed out a lot of the PDF's, but I'm the type of person that likes to watch a video several times and then I just go and do it.

It's a very good package he has. You can consume the information in whatever format you prefer. Some things I do like to just look at an example and print it out in PDF for example.

Go ahead and take a look at it again. It's at <http://TheRealSecrets.com/plr/>. And if you have any questions you can email me, [Willie.Crawford@gmail.com](mailto:Willie.Crawford@gmail.com) . I'll be happy to answer them.

**Mike:** You can also email me at [Mikeambrosio@gmail.com](mailto:Mikeambrosio@gmail.com) as well.

**Willie:** We love Gmail.

**Mike:** Oh yes, it's a great tool.

**Willie:** And with that I want to thank everyone for joining us then. Did somebody have a question?

**Female #1:** Okay. Because I just now got in on the call. I didn't find out about it until just a few minutes ago so I went ahead and called in. When I first called in it said it was being recorded.

**Willie:** Yes. I did record the call, and I'll have the recording fairly quickly. What I won't have is the transcript that fast. A lot of traffic.

**Female #1:** Give me that website again real fast.

**Willie:** <http://TheRealSecrets.com/plr/>

You can look at his site and it will tell you a lot about how he converts private label rights into products. He gives a lot of examples of how he took an ebook or a piece of software and actually used it to finance a car or a mortgage payment or whatever. It shows you that you can do it too.

**Mike:** All of my tutorials are actual examples of products that I've done. They're not theory, it's actually what I've done with products that I have. I actually go through numbers and things like that too.

Again, I love doing it because to me now that I've been doing this a little over a year, maybe a year and a half, I find it to be relatively easy money because I've done it for quite awhile. If I need to generate some money for something. I want to buy a Harley, that's my next goal, so I figure a couple of decent PLR conversions and I'll have what I want.

It's something that anybody can do and that's what I love. In fact my wife was just talking to me the other night about getting involved in this because she sees what I do.

**Willie:** I've gone through all the tutorials they are excellent. Well, I've gone through **most** of the tutorials. I didn't need to go through the ones on how to FTP and how to register domain names since I own a domain name registration service.

**Mike:** I almost didn't put those in, but I had gotten a ton of questions on how to do some of it. I take things like that for granted I've been doing it for so long. I sometimes forget that there are people that have only been on the internet for a couple of months and really don't know how to do that. So, I thought it best to put a little section in there on some very basic how-to stuff.

**Willie:** I think that's good because I've actually put together videos to teach people how to cut and paste because they asked what I knew. We take for granted a lot of things like that.

**Mike:** Yes.

**Willie:** With that I guess we can go ahead and wrap it up. I want to thank you Mike, for taking time out of your busy schedule to share with us what you do. And I want to thank everyone who joined us on the call tonight.

I realize you could have been doing a lot of other things. You could have been just enjoying your time off. I hope you gained a lot from our presentation, if nothing else the fact that if Mike and I can do it then of course you can do it because we're not really that smart.

**Mike:** I'm no genius.

**Willie:** Thanks everyone, and good night.

**Mike:** Willie, thanks for having me on. As always it's a pleasure talking with you. It's been my pleasure tonight.

**Willie:** Thank you. I wish I could make it to New York, but I can't for your gathering.

**Mike:** That's okay. We'll make another one.

**Willie:** Okay. Good night guys.

**Mike:** Good night everybody.

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Be sure to visit Willie and Mike at the  
member-only website...

The Internet Marketing Inner Circle  
<http://TheInternetMarketingInnerCircle.com>