

Profiting From PLR

Terry Gibbs

Interviews

Becky Hagel

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Terry: Hi, this is Terry Gibbs, and I'm here today with Becky Hagel of Nichetastic.com.

Becky is an old friend of mine, and has been one of the helpful, encouraging people that I've worked with over the years. And for the past about 2 years, Becky, you've been working with PLR, which is private label rights stuff?

Becky: Right. Right. Yeah.

Terry: So, today, we're going to talk about selecting and using private label rights.

Becky: Why don't you define it and talk a little bit about the difference between PLR rights and resale rights, since a lot of people get those confused?

Terry: My definition of PLR is when you buy it, you can do anything you want with it. You get a Word document, usually. Sometimes, it's a text file. Or you get a master of a video, where you can edit, put your name on it, and sell it, pretty much do anything you want with it.

Sometimes, people put restrictions on what you can do with them after you buy them, and we'll talk about that a little later.

Now, resale rights and master resale rights are you buy something and you can sell it without changing it, without putting your name on it. Sometimes, it comes with a sales letter. Sometimes, the PRL comes with a sales letter too.

But with the resale rights, you don't get to change it. Master resale rights means that when you sell it to someone else, you can also pass along the resale rights or the master resale rights. Is that the right definition, all that?

Becky: Yeah. And I'd have to say, too, that one thing that I've noticed, especially sort of beginners who are just starting to sell the resale rights to their products, you'll see them...

One time, this gentleman on the warrior forum was thinking about offering master resale rights to his product, and I private-messaged him and I asked him what he was charging for the master resale rights.

Now, my feeling is that he really didn't want to give up the master resale rights, because he told me that the master resale rights price for a license was \$500.

Now, if you know something about master resale rights, of course, you can pass those rights onto others. So, it's just ridiculous to pay \$500 for rights like that. If

you're primarily interested in just the resale rights, up the line somebody will probably be selling it for like \$50 or something.

So, sometimes you just kind of want to sit on it, make sure it's something you absolutely want. You can probably, if it's master resale rights, get it from someone else down the line.

Terry: That's one of the things that I do when I'm looking for stuff. For example, last night I found something and I was thinking about buying it. The guy wanted \$50 for it. It came with rights. I just grabbed the title of the book and pasted it in Google, slapped enter, and found that you could take the book for free off of another site.

Becky: Yes. And eBay is another place to look for things like that, too.

Terry: Personally, I don't like the resale rights products, because they usually have too many links and distractions. They're more designed as a way for the original author to get traffic to his website.

That's the primary purpose of the e-book. It damages the content, one, because they go overboard with "come see my website." And then two, they have all of those affiliate links in for all of these odd products. Sometimes, they're products that I wouldn't recommend. But it doesn't matter, because somebody else would get the affiliate commission anyway.

So, with the resale rights, I'm doing the distribution and somebody else is getting the benefits from it.

Becky: Absolutely. I agree with that. The only time that I would really recommend getting resale rights is if you've looked at the product.

Like you said, some authors just absolutely stuff them with all sorts of distracting links. But every once in a while, you can run into a good product that's been selling well, and it's not stuffed with links, like you said, which tends to, in my eyes, devalue the product.

So, make sure you review these things first, before buying resale rights.

Terry: Sometimes when I buy resale rights, I'll find somebody that's offering resale rights for their package and I'll go in and say, "Look, I'll pay you more, but I want all of the links to go to me, and I want a statement that it's distributed by me inserted into it. These changes, if you're willing to do that, I'll pay you more for that."

I've actually done that a couple of times, and it works quite well.

Becky: That's a good idea. Also, for people who are selling resale rights, they can sell basic resale rights and then they can sell rebrandable rights.

So, just what you said, they'll take and rebrand the book for you. They're still listed as the author and they still have copyright and everything like that. But like you said, all of the links become your affiliate links. I think that's a really good idea.

Terry: Before we go in a little bit farther, let's talk about why PLR and resale rights are a good choice for people. And what I mean specifically is if you're just getting started, going out and just buying someone else's, editing it and putting your name on it is much faster.

With the resale rights, a lot of people get into that and they see resale rights as a way to start a business, which I think is damaging in the long run, because they go out and they buy a lot of resale rights stuff. They build these websites or they sell them on eBay, and they really don't have anything except they're promoting someone else's stuff.

And that's why people get involved in the resale rights, is that they think, "All I need to do is buy this and I'm going to start making money."

Becky: Right.

Terry: That's something you see a lot, right?

Becky: Yes. Absolutely. People have no idea why they're even buying half of the stuff that they buy.

Personally, just like you said, I think one main benefit is that you can get started fast. If you have a niche in mind already, you can go out and look for PLR rights or resale rights to something and get started like this afternoon. Or even for a more experienced marketer, if they want to sort of test out a certain market before they actually jump in and create their own products, it's kind of a quick way. In just a day or two, you can get an idea of how the market will respond to a certain product. Buy the PRL rights, maybe use AdWords or something to run some tests, blast it off to your list, if you have one, or something like that.

But it can be used as a nice, quick way to sort of test out a market.

Terry: Yeah. One thing that's new, actually it's been around for a while but I think in the next 6 to 8 months it's going to take off, and that's called clone sites. It's a version of a resale right.

What a clone site is, is when you go and pay the author some money and then you give the author your affiliate links, your domain name, and you aim the name

servers at his servers, and you get a little website on his server that looks identical to all of the other websites for everybody else that bought them.

And these, I've got a couple of these. Most of them are not worth anything.

Becky: I was going to ask what is the advantage to that?

Terry: Well, they're sold as you don't have to do anything. That's the whole deal. Give me \$100, go over to GoDaddy, buy a domain name, point it at my server, and then fill out this form with your domain name and your name, and you get a website and you get commission checks.

Now, with that, it sounds easy. But the problem is if you don't have traffic. And I have one of these that I get a check for every month. It's not a huge check, but it's a check every month, and it's been doing that for years. That one works because I have a lot of traffic on a website that points to that one. So, I can divert the people over.

But if I didn't have the large, existing website with all of the traffic, the free traffic coming in from Google and then going over to this clone site, it wouldn't work. I'd have to buy AdWords for it.

There's no way that a clone site is going to end up in Google, because it's duplicate content.

Becky: If you don't already have the traffic to send to it, then you should probably go one of 2 roads: either just be an affiliate for a product like that, or else if you want to go the easy road, what you're saying, you don't have to do too much work, is perhaps buy a product that already has a sales piece included, and just set it up on your own domain. That's what you think?

Terry: Yeah, but I would specify staying within a niche. For example, with the stuff that I work on, I have specific audiences. And when I look at things, and we'll talk more about selecting stuff later, when I look at things, if it fits into the audience profile that I'm already working with, then I might grab it and buy it and use it.

If it doesn't, I'm not interested.

And, another step to this is that I always want to do my own little twists. I want to be able to play and I want control.

With the clone sites, there is no control at all. It's all handled by someone else.

Becky: I see. You can't do much testing or anything like that.

Terry: No. It's just a matter of you drive traffic to that website and it converts or it doesn't.

And I've seen some of those clone sites where you drive traffic to it, and it has affiliate links for the guy who wrote the page on it that aren't your affiliate links. That's just throwing away money.

To me, that's not something that I would get into. And as far as promoting those to my list, there's a lot of these things that are sold with an affiliate program. You can promote them. I would not promote a clone site to my list, either.

Becky: Actually, a lot of those clone sites, especially the ones that you're talking about that actually have affiliate links that aren't yours on the site, seems like they generally primarily benefit the person who created the cloned site.

Terry: Yeah. And the reason that I think this is going to become a big thing over the course of the next 6 to 9 months, is that there are now 2 individuals selling the software to build clone sites to authors. And as they're selling it more and more, more people are going to use it, more people are going to start doing that. It gives them, as the author, the creator, more control.

What we want, as merchants or vendors, is what we are when we're selling products, we want the control. We want the ability to capture the names and build newsletters and do all of those things, rather than letting someone else do them.

Becky: Speaking of control, one of the big things, too, when we start talking about things like PLR rights and resale rights, the word is right in the title, what sorts of rights are granted.

Should we talk a little bit about some of the common restrictions?

Terry: Yeah. I've got a list here. So, let's go over the list of the common ones that we're going to do.

The first one, and I always look at this because I sell stuff on eBay, is people say, "No selling on eBay."

Becky: Quite common.

Terry: Yeah, that's common. It's actually a good thing because what tends to happen is people buy these PRL resale rights stuff and then they show up on eBay for 99¢.

Becky: Or a penny.

Terry: Yeah, or a penny. And it really destroys the value of the product when that happens.

If you have somebody that can enforce those restrictions, the more restrictions, the better the product is going to be, if it prevents other people from competing or undercutting you. That would be the eBay thing.

One of the restrictions that I don't like is you can't sell it as a printed version. I don't know why people would add that in.

Becky: I'm not sure, either. When you take it offline, with the printed version, suddenly you really open up the market. So, I don't quite understand that one, either. But I have seen that, as well.

Terry: I just actually used one that I bought, and found out you can't use it as a printed version.

A third one is you cannot give them away. You can't use them as "subscribe to my newsletter" or just put them up online and give them away as lead generators.

Becky: Right.

Terry: Which actually is a good way to preserve the value. You don't want to be trying to sell something just to find out someone else is giving it away free.

Becky: Let me just make a note that sometimes they put a restriction there, or a clause I should say, that you cannot give them away or cannot add them to an article directory without first significantly modifying.

Of course, that doesn't apply to resale rights, but to PLR rights it applies.

So, for example, if that clause had been there, you could take it, modify it significantly, and then give parts of it away or chop it up or something. You really have to look at the license.

Terry: That's one of the gray areas that I work in. For example, I have a thing that you can't sell as a printed version. When I got it, it was a 60-page book. When I got done with it, it was a 40-page book and probably 60% of the content had changed. Is it mine now?

Becky: Yes. That's exactly like you said. That's a huge gray area. And what I suggest to people is always read your license first. And like you said, that's a gray area. And ask the person who created the license. Ask them specifically. Perhaps give them the product and get their assessment in writing back to you. So, if something should happen or someone reports you, another PLR license

holder for that product, perhaps they report you for doing something, you have it in writing that it's okay, what you've done.

Terry: The only thing that I've been able to see, as far as the creator's ability to enforce his rules, is to refuse to allow you to buy PLR from him.

Becky: Yeah. It is really difficult to enforce the rules. To a degree, it's sort of self-policing. Sometimes, some of the other license holders will sort of watch out, to protect their investment.

But like you said, probably no one's going to drag you into court over it, because it can be a huge expense to take someone to court for these sorts of infringements.

Terry: A lot of people make packages. So, you'll buy a rights package. I just bought one for \$200, that came with 12 different books in it, and they're all on different topics. I'd looked through and there's one that I want, there's one that I might want, and then there's one that I probably don't want but might look at, and then there's 7 to 10 other ones that I don't even care about.

When I buy that package, that's sold that you can convey rights to any of them and sell them as PLR's. But the condition is you cannot sell more than one item from that package at a time. And that's done to prevent people from buying the package for \$200, turning around and selling it for \$50 a week later, without doing any changes to it. And that could be a good one.

And then another thing is you can't sell PRL to the original source files or the resulting material. That would be like with the master resale rights, the master PLR rights, and sometimes you don't. Usually, you don't. With your stuff, you don't do that. Do you?

Becky: No. The other thing is I severely cap the numbers of people buying the licenses. And if you allow the rights to be transferable, it really doesn't matter if you cap it or not, because people can keep passing them on and passing them on. The next thing you know, there's thousands and thousands of them floating around.

So, like you said before, to hold people's investment, I put that restriction.

You'll see that some membership sites allow like 1,500 people to have licenses. Some allow 750, 500, 250, something like that.

My own sites, depending on the products, I allow between 100 and 250 people worldwide to have the rights, and they're non-transferable. So, everyone knows that their investment stays. Next week, there aren't going to be thousands of

people holding those licenses. So, I think that's a good restriction to put on there.

Terry: And that's a good thing to look at, in terms of cutting down on the competition, is a very limited number of people having it.

Becky: I think, too, with cutting down the competition, it's not quite as important. For example, you see sites that allow like 500 or 750 of their license holders for PLR, and you'll see some that allow 500 or 750 for resale.

Well, resale, you are selling, for sure, the exact same product. You can think of it as having 500, 750 competitors.

But when you have PLR, that number isn't quite as important, because you can take it and modify it and do all sorts of different things with it, which we'll talk about later. So, it's important, but not quite as important.

Terry: Yeah. And one of the things – and I actually like this – is you cannot put the stuff on a website.

You mentioned earlier about the article directories, which are places where people that have newsletters or are building websites can go in there and take articles that authors had put up there for their use. That's what an article directory is.

EzineArticles, is that one of them?

Becky: Yeah, and GoArticles.com.

Terry: So, that's something. A lot of them put restrictions about doing that, which actually makes sense. The article directories will kick you off if you're throwing somebody else's article on there, because they don't want duplicate content.

But there are some people that will buy these books and packages and chop them all up into different pages, put them on the website, put Ad Words or affiliate links around them. And that's something that actually happened to me a year ago, where I bought a package for \$200 in order to do something with it. And 3 weeks later, I saw a guy with the book that I was working with, and he'd just thrown it on the web and hadn't made any changes to it. And that kind of scared me, because I was going to sell the book for \$40. In fact, I am selling the book for \$40. And here he is, it's all online.

We'll talk a little bit more about that, because I think he made a poor decision. But that's something to look at. That's actually something that I'd look for now, as a restriction that I'd like. They can't use it for website content.

Becky: Right. That's so important, to look at your PLR license.

Another thing, too, is just what you're going to do with it. You said you're just going to straight-out sell it. But some people use PLR's strictly for research purposes. They'll buy like a pack of articles or an e-book or something like that, and they rewrite the entire thing. But basically, what they're doing is saving time by not having to do the research. Or they're just using a part of the e-book, or something like that, or adding value to it. So, it really depends on what you're going to do with it.

Terry: One last restriction that I see is you cannot use the original writer's name on your version or on your website. You have to remove all references to the person who created it. I always remove their name anyway. But it is something that would be a good one.

Becky: One restriction that's really similar to that, that I put on for the PLR products that I create, is I actually put a pen name on there, and a title, and I tell them that they can't change the title or the pen name unless they change the product.

So, that means that people who want to just straight-out sell it can just grab it with a title and a pen name, and sell it today.

But those who want to change it, they change the product a little bit, then they can change the title and the pen name.

And the reason for that, that I actually ask them to change the title and the pen name only if they've modified it significantly, is for the customers' protection.

So, if Jane goes out and buys a book on let's say dog training on one site, buys another book on dog training with a different title, from another site, but they're both my PLR products, I want to make sure that Jane is getting 2 different products.

Sometimes you see the PLR products that people just change the titles and they don't change the content, and then you have customers buying the same book and not realizing it.

Terry: I've never had that happen with anything I sell.

Becky: It's a pretty small chance. But, of course, depending on what niche you're in, if you're offering PLR products in sort of a competitive niche where people tend to overlap with their competitors, they could end up, if you just change the title of the product and not the content, you could have the same customer buying the same product and not realizing it, and end up getting a refund from one of them.

So, that is one restriction, too, that you can look at. Or, if you're buying PRL products, one thing that's a good idea to do, is to modify it so that customers aren't buying the same thing.

Where To Find PLR Materials

Terry: Let's talk about where to find PLR materials. We already mentioned eBay. So, with eBay, you would go on there and do a search for whatever your topic is. You just mentioned dog training. And then you could type in "dog training" or probably just the word "dog," and then "PLR," and search for titles and descriptions, and that would bring up anything that was on eBay, that you could buy with rights.

Becky: That's one that I actually haven't done. Typically, what I do is, like I said, I create PLR products but I also buy some, too. And generally, where I look are the membership sites.

Terry: With what I do, I tend to look on eBay I go to eBay and I'll search for whatever the topic is. Say, dogs. And then, I'll search for resale. And that will bring up all of the stuff where they're selling resale rights books. And then, I'll take them off eBay and I'll go online and search for them over there.

Some of that's more for research purposes, like you mentioned earlier. But it's a good way to see where I can get the best deal, if the stuff's selling, and I can get a good idea by doing that.

Becky: That's a good idea. And I think it's also a good idea just to do that sort of research, to make sure that the person who's selling you the rights actually has the right to do that. Every once in a while, on eBay or even on different websites, people will sell rights to things that they don't have the right to sell. That can cause lawsuits and everything down the line.

So, it's a good idea, whatever product you've chosen, it might be a good idea to purchase as a PLR product, just as Terry mentioned, go ahead and research Google a little bit and see if you can track down the original source and make sure everything's on the up and up.

Terry: Yeah. The next place to find PLR is the membership sites. You run one of these, right?

Becky: That's what Nichetastic is, except I don't have like the monthly membership site. What I do is I put out a package every few months, or so. But most of the membership sites are monthly memberships, so every month they'll put out 2 products or 4 products or a few hundred articles, or something like that.

Terry: Most of them, when I look at them, and I don't belong to any of them, most of them seem to be that you get a complete package. You get a product, an e-book to sell, a website sales letter, download tapes, the graphics, and you get all of this stuff.

Becky: Keywords and everything.

Terry: So, all you need to do is upload it to your server and buy a domain and you're in business. Although, I would make significant changes to anything I bought.

Becky: Right. Exactly.

Terry: Another one is the Warrior Forum. They have something on there called WSO, and there are literally dozens of people on there that it seems like all they do is write products, sell them on there, and they're cheap: \$10, \$15, and you get a Word document you can do anything you want with.

Becky: Exactly. The other thing I noticed, too, about the Warrior Forum, if you're a member of a membership site, a lot of times they're selling like 500 PLR licenses, 500 and 750 are real popular numbers for how many members there are on these sites.

But when you get on the Warrior Forum, they might only be selling like 25 of them or 50 of them, and that's it.

So, like you said, it's a really good place to check out for PLR material.

Terry: With the Warrior Forum, because I buy a lot of stuff on Warrior Forum, one of the things that I just started doing about 3 weeks ago, because I buy stuff, sometimes it's good, sometimes it sucks, so I started a text file. And when I buy stuff from people, I make notes. Like, for example, I have gotten some PLR from you, Becky, and it's great stuff. Anything else that comes up, if the topic is relevant, I'm going to reach out and try to get that because I know the quality is good.

Whereas some of these other writers, the writer is just not there. So, it's not worth any time to read their offer, once I see their name. And what's happening is because they'll come in, they'll sell something, and then 3 or 4 months later they'll sell something again, I'm not remembering that I wasn't happy with them last time. So, now I have this sheet that lists all of their names. So, when I see them, I can go and look at is this good or is this something that I want. And if I decide yes, it is, then I look at that sheet and say, "No, I bought from this person before and wasn't happy. I'm not going to buy again."

Becky: Yeah. That's, too, if you're dealing with a membership site or on the Warrior Forum or eBay or anywhere. It's always a good idea to get a sample, because some of these people are creating these products, like you say, and they're just not very good writers at all. And some of them are outsourcing these products. They can get writers in foreign countries who English is not a first language, and they can get them to write articles and products very inexpensively for them, so they're outsourcing the creation of their PLR material.

And then, what you end up with is this article that's written by someone who doesn't have a really good grasp of the English language and, like you said, it's not worth the time.

So, absolutely get samples whenever you can.

Terry: Another place to find PLR is to go right to the author. I do this frequently, and I really like it. What I do is I go out and I look for authors with poor marketing. So, I'll go to ClickBank and I'll do a search for a specific term. We're using dog, for example. I go over to ClickBank, and in their search bar, in the marketplace, I type in the word "dog," which would bring back all of the products people are selling that relate to dogs.

Then I go to the end of the list, because they're all oriented by top sellers first, meaning the ones that don't sell, or poor sellers are at the bottom. So, I go to the end of the list and I start looking at those. And especially if I find ones that have no gravity or – this is even better – no statistics at all. If there's no statistics, it means there hasn't been a sale in the past 2 weeks. And that's right on the line under the title of the product. The next line down has some numbers, its gravity, profit per commission, average sales, and things like that, that are the conversion numbers. So you can use them.

If those numbers aren't there, the person isn't selling any of the product. So, what I'll do is I'll look at the product, I'll look at the sales letter, I'll buy a copy of the product, and if it's something that's good I'll go over to Whols and I search out the person's telephone number, call them up on the phone and say, "Look, you're not selling this book. I'll give you some cash, and I want everything." That works pretty well.

Becky: Let's just say, because this is a very interesting technique, let's just say someone has a book and they're selling it for \$20. What will you offer someone for that?

Terry: The most I've ever paid is \$400. The least I've ever paid is \$150.

Becky: So, are you getting resale rights or are you getting PLR rights?

Terry: The last one that I did, I got PLR rights with the ability to use the guy's name in the sales letter, and he kept rights to the book.

So, what happens is I can sell the book and keep all of the money, just like I was an affiliate. He still sells the book, but now I can sell it too and keep all of the money. And I went in and changed all the links to my links and did that stuff.

In other cases, the \$400 example, I got everything. I got the domain name, I got the ClickBank account, and I got the sales letter, the book, the source file, the Word document, everything. And I like to have the ability to keep the person's name.

So now, I can go in and make all of those changes, and leave the person's name on there, and then promote it as if I'm an affiliate. But I get all of the money. And I can also get other affiliates. Because once I start promoting stuff, people on my lists that are affiliates, they'll start promoting it.

Becky: Right. That's a really good deal, what you're talking about, \$100 or even \$400, because this guy probably isn't running around and selling resale rights to anyone. So, for at least a little while, until he gets the idea that maybe he should sell a few licenses, you're probably the only one selling his product.

And if you had created it yourself or if you had outsourced it, then it probably would have cost you \$500 just to get it created by someone else.

It's really a good deal to get this sort of established product, the site, and everything.

Terry: Oh, yeah. And that's one of the things that I'm looking at, is that with these sites, like the one that I just did, the most recent one where I paid him \$150, I took that and I didn't think it was worth what he was charging for it, \$47. I put it on my website for \$17, and I paid him \$150. That was 6 days ago. I've already brought in \$400. And this will settle in to be a product that will bring in \$100 to \$300 a month. And all I did was 5 hours of work.

Becky: Right. Excellent investment.

Terry: And they're just wonderful. So, that's one of my great PLR and resale rights deals.

Another one, and I think there are other people doing this but we don't talk about it all that much, are the PLR collectors. It's actually one of my favorite ways to get PLR, because it's so easy.

I have some friends who buy every PLR package that comes out, and these are the \$200 packages with 10 or 12 items in it. And most of them, they're going to do something with it in the future, but not right now.

So, when I need something, I just send them an email or call them on the phone and say, "Hey, I'm looking for a report on MySpace." I did that 2 weeks ago, and I sent one of my friends an email, "I need something on MySpace. What have you got?" And he sent me 5 PLR reports that he had on MySpace, and said, "Take your choice, any one you want. Call me on the phone and we'll make a deal."

Becky: Of course, in that case, and that is a good idea, you have to make sure that the person who's collecting those PLR's have the transferable rights.

Terry: Yes and no. Yes, you need to do that. It depends on what you're going to do with it. If you're going to take the thing, you can just go ahead and use it and co-brand it with the person you bought rights from.

Becky: Right. That's one way to go, right?

Terry: Yeah. He sold the rights to so-and-so, and now the book comes out with so-and-so's name, but it says, "So-and-so and so-and-so" on it.

Becky: Exactly.

Terry: So, are there other ways?

Becky: You mean to get PLR stuff?

Terry: Yeah.

Becky: One way is actually barter. The reason that I think of this is because I have a PLR site, and sometimes people want the material and they barter with me. They say something like, "I'll do a little graphics work for you or a web design, or something like that. I'll even write some articles for you." And I say, "Sure." So, that's another way.

If you have some sort of particular skill and there's some sort of particular PLR package or product that you want, you don't necessarily have to put cash upfront for it. You can barter with your own skills.

Terry: I actually do that and never even thought of it as me doing that.

Becky: Yeah. It's just so common, it's one of those things you don't really think of, that you've actually made a good deal. Parties both walk away happy.

Selecting PLR

Terry: Okay. So, let's talk about selecting PLR materials. What are the criteria that people would go through, in order to select the things that they're going to use?

Becky: The first thing is what we've talked about a few times, is you don't want to be a PLR collector. Just because it's PLR, you don't want to snap it up and put it in your little 5 gig collection on your hard drive. You want to start off and you want to make sure that it's something that you can actually use.

If you're already in the niche or you're planning on getting in the niche, go ahead and buy it. But don't just snap up everything under the sun.

Terry: One of the things that I looked at, when I do this, is am I going to do something with it immediately. And if I'm not, then I'll wait because it will show up later or something, similar-wise.

Another thing I do, and I mentioned when I'm buying these things directly from the author, through the phone call, I'm looking at the break-even point. I mentioned I paid the guy \$150, spent 5 hours, and I've already doubled my money. That's a very good investment, especially when it's something that will result in regular sales in the future.

Becky: Right. Or, taking into consideration, too, if you're pulling in new customers, your lifetime value of your customer and everything like that should be sort of considered. It depends on the product.

Terry: Yeah. And that's one of the things that I'm seeing, and it's actually one of these PLR reports on my website, is bringing traffic right out of Google, into my website, and the people are buying the report, which is pure profit to me, at this point. And they're joining my newsletter and buying my other products.

So, by having more products, I'm bringing more people in. And with the backend, it gives me that lifetime value.

Becky: This is something that you and I have talked about and I think it's worth bringing up again. It's not to be afraid to have these lead products that are like \$10 or something like that. People so often think, "It has to be at least \$20 or \$30 or \$40 or \$50 or \$100 for a product ." And I'll say, "Not necessarily, because if you have a product that's \$9.99 or something like that and someone's coming off a search engine, here's this product that's \$10. It's a no-brainer. They buy it.

That develops the customer relationship with you. They trust you. They have a good experience. And pretty soon, you're back-ending them and they're buying your \$50, your \$100, and your \$1,000 products.

Terry: The only time that you absolutely have to have products that are selling for \$20 or \$25, is if you have affiliates or want to attract affiliates.

With what I do on some of my sites, I have the products on my site that are \$8, and the affiliate gets a percentage of that. But there's also products that are \$40, \$60.

So, what happens is the affiliate promotes the \$40 to \$60 products, people come in, and some will buy those, they'll join the newsletter, then they'll buy the cheaper product, then they'll come back and buy the expensive one because I've built credibility.

So, if you're going to do that, that step up from cheap product to more expensive, you need to really over-deliver on the cheap product.

And one of the things that I see very few people do when they're buying PLR, is think about their reach and their capacity.

For example, in one of my niches I have over 25,000 newsletter readers. So, that's my reach. I have the ability to take something, throw it up online, and then tell my newsletter readers, "Go get this."

So, that's reach. And people who don't have reach are going to be stuck buying Google AdWords or begging people to promote it as affiliates.

Becky: Right. That's another reason not to just run out and think that you're going to make a killing.

If you haven't established yourself in a niche, you can't just go buy a ton of PLR stuff. Like we said here already, you need to be able to use it immediately. Someone like you, with a reach of 25,000, you just drop that to your list and, bam, you've recouped your cost and already made a profit, and you're just going from there.

But someone who's absolutely new, it doesn't make sense to buy a whole bunch of stuff if you don't have that sort of reach. Like you said, start someplace. Sell one product. See if you can get that in profit, and then start on another one.

Terry: Yeah. And the second part of the reach is capacity. And these 2 things go together. My capacity, I can slap together a website using the templates that I already have and my skills, in 15 minutes, the sales letter and the ordering link to go through either Paypal or ClickBank or whatever, real fast.

So, I have the ability to be a fast mover. That's my capabilities. So, when I'm going out, if there's something that I think is going to be competitive, say the person is selling 1,000 rights to a product, I've got the ability to buy that today and sell it tomorrow.

Whereas if I didn't have that ability, it would be less attractive.

Becky: Right. Exactly. Like someone who's just starting out, like you said.

Terry: Yeah. The reach is actually the only reason that the clone site that I have makes money, because I have the reach.

Becky: Right.

Terry: Earlier, I mentioned the break-even point. So, let me go, real quick, and talk about some of the factors involved in calculating the break-even point, which would be the cost of the materials. This could be anywhere from \$10 up to \$200, or maybe even more.

The second factor is the time it takes to edit, convert it into something you can sell. That doesn't include the time you spend doing cover images or writing sales letters. That's just the time working on the material.

That's the biggest reason why I keep track of who I buy things from. Because the stuff that's atrocious takes more time, so I don't want to get involved in that again.

And some of these PLR's that are extremely bad, I would do better to just write myself.

So, that's a factor. You won't really know that until you actually grab something and open it up and do a couple.

If you're going to do a cover image, that's going to cost you \$75. You can do it yourself, if you have the skills. I like to just pay Eddie to do it and be done with it.

The sales letter is going to take at least an hour, and could take days.

Becky: Or, if you pay for that, that would probably be one of your most expensive things. If you have a really good product that you want to hire someone to do the sales letter, some people do that for maybe a couple hundred bucks, but it can go into the thousands, too.

Terry: Yeah. When I get these PLR or even resale rights that come with sales letters, I usually just take the bullet points and then write my own, using those bullet points.

Another consideration is fulfillment costs. That would be the Paypal or ClickBank used for sale. ClickBank charges \$1 plus 7% if you're going to have affiliates, things like that.

The web hosting fees, which once you get into the realm of what Becky and I are doing, there are no web hosting fees. It's just another piece shaved off of the hosting account or, in my case, I have a server so it doesn't matter.

But when you're first starting out, you're going to need to buy hosting.

Becky: Right. The only thing is if you set up a new domain, and that's usually less than \$10 for a year, and then, just like you said, add it to your current hosting account.

Terry: Yeah. So with me, when I'm looking at something, I figure that it's going to be 20 hours of my time to do an adequate job. And I know that I can do a much better job, I spent more time on the sales letter and stuff, that 20 hours is going to get it done, and \$200 in costs above the price of the PLR. And that factors in me writing the sales letter, not paying someone to do it.

Becky: Right. That's a pretty good estimate. Again, that's another reason why it's so important to keep track of who you're buying from and who you know, for example, has quality products, you can really shave down that site.

If they provide a good sales letter template, it's not too hard to rework it. If they provide a good product, it doesn't take too long to rework that, either.

You can actually get these things done in a few hours, if the product is really good coming out of the box.

Terry: Yeah, and that's something you'll learn. And as your skills or capacity increases, you'll get better at it. I would say that if you're dealing with a 40-page report, 20 hours work to rebuild the report and write the sales letter would probably be accurate.

If you're dealing with a 300-page book and you haven't ever done it before, you're not going to be able to make a single pass through it in a couple of hours and fix it up.

And those are the skills. I can go through and I actually have style sheets that are build in Word. Maybe I should mention this. When I buy PLR's and it comes in a Word document, I copy the entire Word document, paste it into a text file, save it, and then copy it from the text file into a fresh Word document, so it strips all of the style sheets, everything else off. And then I make a pass and reformat it into my styles that I use.

I was looking at some stuff earlier today, and this is interesting. When I sell e-books and use the Courier New font, the refund rate is always higher than if I use Arial.

Becky: Really?

Terry: Yeah. I had a woman working for me a couple of years ago, and I think that's where the Courier New came from. So, a lot of my books got into Courier New. She was doing those editing steps. My refund rates went up, and I didn't know what that was. Although, if you're online and you're writing a sales letter, Courier New generates more sales than Arial.

Becky: I was just going to say that. When I look at Courier, I kind of get an old-fashioned feeling. So when you're reading a sales letter, an old-fashioned feeling is kind of like a personal feeling of maybe they think if they're reading a Courier book, there's some sort of subconscious thing that it's not updated or something, that it's an old-fashioned book.

Terry: It's actually simpler than that. When you go through Adobe Acrobat in order to create the PDF, Arial comes up darker than Courier New.

Becky: Oh, no kidding!

Terry: It's easier to read. At least that's my assumption. What pointed me towards that was I had a couple of people complain they couldn't read the books on monitors.

So, I think that's the big deal, is how Acrobat renders it, rather than the font itself, the darkness of it.

Becky: Interesting.

Terry: This is all cool stuff that you learn as you go along, huh?

Becky: Yes, exactly. And the reason why you should test everything. Test and track everything.

Uses For PLR

Terry: Let's talk a little bit about the uses for PLR. We've talked about how to find PLR, we've talked about how to select PLR. So, let's talk about the use of it.

Becky: One that we've already talked about is just selling it as a standalone product. Depending on how good it is, like you said, you can get it out the next day, maybe. A lot of people tend to do that. PLR just seems so easy, in the way these sales letters sell this material. A lot of people will put out as a standalone product with hardly any modifications. So, that's one of the easier ways to do it.

Terry: I like doing that. You can also use it as part of a larger package. And that could be a separate product or as a subsection in a manual. So, if you were going to write a book, you could buy a PLR report and use that for one of the chapters in the book, or you could use that for one of the books in a package of 3 or 4 books.

Becky: Right. You could use it like as a bonus or something like that.

Terry: I see a lot of people that buy these PLR and resale rights, and it seems to be more with the resale rights stuff, maybe they're just easier to identify, that will go out and buy like 10 or 15 different resale rights items in a specific niche, throw them all on one website, on one page, in one sale.

I don't think that's a good thing to do.

Becky: Right. There's another case, too, where you have to check your license. Some of the licenses say you can't bundle them up with a bunch of other products.

So, you're the eBay king. What do you do in terms of eBay, with PLR products?

Terry: I like to take these and sell them at a break-even price, and then use that to drive people into my websites and also put affiliate links and things in there.

So, some of the stuff I've been testing lately, which is actually public domain stuff instead of PLR, public domain stuff where there is not copyright or the copyright has expired, I've been putting public domain stuff on eBay, actually doing this publicly, and the IWantCollectibles is the eBay seller name, as examples. And it takes me 20 minutes to an hour to create an auction and get the public domain stuff off of Archive.org. It's a website. The Gutenberg Project. That's the name of it.

Becky: Gutenberg.org, I think.

Terry: And I grab it off there and clean it up, run it through my little text into a worksheet, make the PDF's and throw it up. And to list 10 of them at 99¢ each, with a gallery image, which is important when you're selling e-books, it costs me \$1.35 in listing fees.

So, I put them up there. They're 99¢ each, immediate download, which means that I've got to sell 2.2, because eBay charges 5.5% when I sell one and Paypal charges 3%. So, I'm adding 62¢ profit per sale. So, if I run that as a 10-day auction at \$1.35 and I sell 3, I make a little bit of profit.

My goal is to 1) spin them off through my eBay Me Page into my website or 2) sell them the book, they read the book, it's got links in it, and when they're downloading the book it tells them to subscribe to my newsletter.

Becky: Right. Again, looking at the lifetime value of the customer. That's something I can't emphasize enough, because I see so many people who put too much emphasis on the profit that they're going to make on the sale of the product.

Like you said, you just go break even, and instead work on the backend income or getting them on your newsletter, and things like that.

Terry: Right. And to me, selling these things on eBay is not a profit center. It's lead generation.

When I'm in the testing mode, I'm watching not only the money that's coming back from eBay, but also the sales that come out of the products that are on eBay, the backend, either affiliate commissions or product profits from selling my own materials.

If I can dial it in and I started an auction today, and it worked very well at \$1.35 for the listing, I think I sold 17 copies of it for 99¢, I started it yesterday, I ran it as a feature-plus auction, which is going to get more people to see it. My cost was \$36 for the listing, because I put more copies in there.

So, that's something that maybe it will become a profit center, if that works. Although, it's public domain. So, as soon as I start selling a bunch of them, everybody else is going to go over to Project Gutenberg, grab the thing and start selling it themselves.

So, it's not something I want to put a lot of time into. But it is a way to work the whole thing out, especially if you're doing something that's PLR, where you can brand it under your own name.

Becky: Right.

Terry: And then there are people that sell resale rights in order to build a list of captured affiliate income.

With the resale rights, you actually gives somebody else the right to use the material, but they can't change it, and then you're going to get leads from that. I don't actually do that, myself.

Becky: Again, you'd have to check your license, too, to see if they allow you to sell resale rights.

Terry: Yeah, and then you can give it away in order to build a newsletter list. And with this, resale rights will work there, if you're allowed to do it. But you should always use something with your own links, as soon as you have the time to create something. There's no reason you should be promoting someone else, when you can promote your own stuff and make your own commission.

Becky: Right. Another way to do it is to chop it into newsletter articles. And when you do this, you can actually just load it up into an autoresponder and you can have weeks or months or even a year of autoresponder messages, selling some sort of backend products.

Terry: That's something I don't do that with the PLR, because I write all of my own newsletter articles. But it is something you could do, and it makes sense.

Another thing is you could chop it up into articles and place it on a website with ads around it. That's like Google ads, things like that.

This is usually a poor choice.

Becky: And yet, there's another one that's so common, too. Especially with these sites, there's some PLR sites that just sell articles. I think a lot of people do that. They just get the articles and put the ads around them.

Terry: While we're on the topic of this, uses for PLR, I bought a PLR report in December of 2005. This was 14 months ago. It was \$200, and I know 2 other people that bought it too. The guy sold 100 licenses and I know 3 people that actually did something with it. I rewrote the majority of the material, packaged it up with some other materials, and sell it from one of my websites. And I sell it for \$40 on my website.

Last year, I brought in \$13,000 doing that, off that one product, that one list.

There's another guy that bought it, chopped it into each chapter into its own page on a website, put links all over it. I don't know how much he made, but I did see him on discussion boards, complaining that he finally made enough money to get a check from Google, after 5 months of having this website.

Becky: Which is what the limit is, \$100.

Terry: And Google seized his money for click fraud.

Becky: Gee, 5 months to get \$100, and then he didn't even get it?

Terry: Right. And then he went to Chiquita, which is another type of pay-per-click ad you can host and get paid for. He's got some affiliate links and things on it.

So, that guy made nothing, as far as I know. Or, if he made any money, not in the range that I made.

And then there was a third guy that took the same thing, went through and put affiliate links on specific places, changed the book a little bit, not as much as I did, but a little bit, and retitled it. He went out and talked a bunch of people who have newsletters into giving the book away. I don't know how much he made on it, but he went 2 months and he's gone. So, if he made money on that project, it was in and out. And he had to go out and find people, and I think he was buying ads in the newsletters, solo ads.

Becky: He was looking to build his newsletter list or get backend income, or something.

Terry: Right. I don't know what his results were, but I do know that he had to buy those ads. Whereas with what I did, I offered 75% to affiliates and they came in and said, "I want the 75%, so \$28 is what they get per sale.

So, they came in, they did all of that. I didn't have to spend any more money, once I got it done.

So what I did took more work, time-wise, because I did extensive rewriting and wrote my own sales letter and all of that, but I think it brought in more money and it still sells today.

Becky: That's an excellent story, about taking the long view. Take a little time and do it up right, instead of just chopping it up and throwing it on your website and hoping for AdSense clicks. Do it up right and take the long view and, like you said, \$13,000 in a year. That's such an excellent testimonial to the power of PLR rights.

Terry: From my point of view, I run my business and I look at it as I'm building a bonfire. I don't know where you lived up in Minnesota, if they did this, but down here in Arizona, we'd get the pickup truck, get a bunch of pallets, and go out in the desert when we were teenagers, burn pallets and party on the weekends.

That's how I think of my business, as I'm throwing logs on a fire. Some of them are wet and they smoke, and they're really irritating, and they don't do much. But other ones burn, and then they'll burn down into coals and they'll get that nice bed of coals down there.

So, my job as an information marketer, is to continually throw logs on the fire. And then I get residual. For example, the one that I just mentioned, that book continually sells, and I get money every month. Actually, it's ClickBank, so I get

money every 2 weeks. So, it adds to my income. It's not I'm going to do this and then move on and do something else.

Then, and this is a big then, the guy who built the website, he's still pounding away, trying to make that work, trying to monetize that site.

From my point of view, I never would have done that myself. But if I were him, I would have said, "This is a failure, time to move on to the next one."

Becky: Right. You've got to know when to cut your losses and move on. I think that's a big problem, too. Especially people who are just beginning to market things, their first website, their first product, it feels like their babies to them. They're raising these babies and letting them go out in the world, and they don't want to let them go, even if they're a failure.

At some point, if you've tweaked it and it's not happening, you've got to just be able to say, "That's it. I've got to drop this and move on to something profitable."

Terry: And that can be hard. My first website, Train99.com, when I started building that in the late 90's, that was the largest and most visited toy train website in the world. But it never made any money.

Now, I don't know if it's still the largest, but it's a mess and I play around with it every now and then. Actually, the reason I gave up on it was I started doing other projects that made money. So, I kind of stopped working on that, and it's fallen apart.

I was in there last week and pages aren't even there anymore. It was a labor of love, and yet it really was just a vanity site. I put so much effort into it. Although, I did learn a lot about web coding and how to write a web page.

Becky: I know what you're talking about. I have sites like that, too. I'm just sort of reluctant. It's like I don't do anything with them and they're not making money, but for some reason I still have them.

So, I should either just let the domain names expire or see if someone else wants them. But like you said, there's sort of a vanity feeling and it's hard to let them go, sometimes.

Terry: But there's a difference between me sitting with Train99, which I actually might rebuild it now, so that it promotes eBay stuff as an affiliate, but there's a difference between sitting on it and paying \$8 a year for the domain and pounding at it and pulling hair out, trying to figure out how to make money.

Becky: Yeah, that's true. And people will do that, pound on it, and they won't move on to anything profitable. They say to themselves, "I'm going to make sure

that this makes money before I take my focus off of it,” and they’ll spend months or years playing with a dead site that they should have cut off.

That’s the famous line, too. My dead ones, I keep thinking, “Maybe I should go back and tweak them,” but I’m not sitting there doing anything with them.

So, how else can we use PLR, Terry?

Terry: The last one on the list here is something that you did first, and then I kind of changed it a bit. That’s these mystery sales. You did one of those a couple of months ago.

Becky: Right, on the Warrior Forum.

Terry: And that was here’s 5 books for, what was your price, \$10?

Becky: Yeah. And what I did with it, I gave them hints about what was in there. I don’t think they knew how many books they were going to get. They knew that it was going to be PLR, but just dropped a few hints and let it go.

People really liked it. People were writing to me and they were saying, “Hey, this is fun.” It’s kind of like finding the prize inside the Cracker Jacks, or something.

Terry: I’ve done that 3 times since you did that. What I do, and this is a great place to use resale rights products, is I’ll get 4 or 5 books and put them together into a package. I don’t tell the people what it is, I just tell them to go buy it.

Now, the first time I did that, I did almost \$650 in sales on that, which is all profit. Actually, it’s not, because I was selling it for \$5 and Paypal’s taking 45¢. But it’s mostly profit.

It was easy, because I didn’t have to write a sales letter.

Becky: Exactly.

Terry: With my newsletter, because I have that reach with it, it’s an easy way to do it. I’ve done it twice since then, and neither time brought as much. The last time, I actually put the books on eBay, didn’t tell them what it was, although one of the books I’d already used for something else so I said, “This book is in here because I didn’t want people to buy the package and then get it and find books that they’d already bought and be disappointed. I did that.

My goal was to put it on eBay and then siphon people back into my list. Because for me, there’s a big thing, because I teach eBay skills. So, people coming off eBay are good targets for me.

One other way to use PLR and resale rights is hidden bonuses, things like that. I mentioned, in the mystery sale, I told the people that I had this report in there, that I'd already distributed.

So, I went to my newsletter a couple of weeks ago, or early January, and I told them, "Here's an eBay auction. Go over there, look at this eBay auction, send me a list of the 5 things this guy's doing wrong." That was wrong of me. I should have said, "Send me a list of 5 things this guy could do better." I had a couple of people think I was making fun of the guy. That's that word choice stuff.

Anyway, I told them, "Send me this list by email, I'll give you a free e-book," which I bought the e-book for \$10 on Warrior Forum, cleaned it up and put my name on it, and then sent them that e-book.

I had over 2,000 people look at the auction, and I had 400 people send me a list of things that were wrong with that auction and how to do it better, which I then compiled and that's now a book that I give away, called "How To Improve Your Auctions."

But that worked so well. I didn't have to write a sales letter on that, and I ended up getting a book that I could sell. But I gave it away as a lead generation, and all of that.

So, that's something else you can do with these. Anything that you can do that's creative is something that you would try.

Now, remember, just because it's creative doesn't mean it's going to sell or be profitable. But, for example, the deal with the "Look at this eBay auction," that only took me 20 minutes to set up, 15 hours to read all of the emails, and then about 3 hours to make the new book and another hour to fix up the PLR that I got.

So, what happened was I put a little bit of effort in and did more work because the response was greater than I expected, but ended up with 2 products that I can now distribute. And it wasn't a lot of time.

That's something that we haven't talked about much, but you don't want to spend a lot of time putting these things together. Get it done, because you can always go back and change it later.

Becky: Right. Really, that's the whole point of buying PLR is to find something that's less expensive and that will take you less time than if you just went out and had it outsourced. Otherwise, you might as well get exactly what you want, getting it outsourced.

You want to find something that, bam, you can just turn for a profit almost immediately.

Terry: Have you ever done outsourcing?

Becky: I have done some limited outsourcing, yeah.

Terry: As a buyer or a writer?

Becky: As a buyer. I haven't outsourced myself. I have been asked, but I turned them down.

But generally, I have found people on the Warrior Forum, so people that I already know, and I've approached them to do things for me.

But a lot of people go to like eLance and stuff like that, to find their freelancers.

Terry: I hire journalists.

Becky: That's a good idea, too.

Terry: They're people that I can actually get together and I prefer to sit down in a coffee shop and say, "This is what I want," than deal with somebody in India.

Becky: I've, fortunately, dealt with people in the US, so I can get on the phone with them. No one in my hometown, though.

Considerations When Buying PLR

So, what sorts of things do you think we should be taking into consideration when we're buying a PLR?

Terry: First of all, and we mentioned this, we don't want to become PLR collectors. I know a lot of people who do this. I mentioned a guy earlier, I buy stuff from. He doesn't ever do anything with it. You said he has 5 gigs of stuff. No, he's got an 80 gig portable hard drive filled with the stuff.

Becky: I can see that. I've seen people do that. There's another reason why you need to be organized, too, when you start loading up your hard drive with PLR stuff.

Terry: Yeah. That's the second one on the list, keep the PLR you buy organized.

When I get it – say, for example, I bought something on dog training – I have a folder called PLR on my computer. So, when I buy the dog training one, I'll create a new folder called "Dog training." Or, if I've been doing dog training in the past, I'll already have the dog training folder and I'll put the new piece of PLR

within that folder, inside a new folder. And I named them myself, when I create the names for the folders. And then, as I go through them, I look at them, I change the names of the folders. For example, it might say “my version” or “don’t use,” which actually I should delete those.

And that way, I can go in and find the stuff really quickly.

Becky: The thing that I would add to this, when you’re keeping organized, there’s a lot of PLR stuff that includes their license information, with all of those restrictions, right in with the products. But if they don’t, for some reason the license is on their website and not with the product, make sure you take a copy of their license and put that in your folder, too. Restrictions are so varied. And if you even have a handful of PLR products on your hard drive, to try to remember what restrictions belong to what product is just nuts. So, make sure you have the license with the product, so you can look at that quickly.

Terry: With the license, you should also put the name of the person you bought it from, who you bought it from, and all of that information.

I buy most of the PLR with Paypal, and print the receipts, I put in all of the receipts because whether I use them or not, because I make my money doing it, they’re tax-deductible business expenses. That’s a consideration. Although, you should never buy anything because it’s tax-deductible. You should buy stuff that you’re going to use.

Becky: Exactly.

Terry: I kind of mentioned this earlier, but know when to walk away from a package. I’ve bought quite a bit of PLR that wasn’t worth the time to do anything with, even though the topic mentioned my audience. The quality wasn’t good enough.

Most PLR’s aren’t sold with a guarantee, so you should just take the loss and move on. That’s something that I get in and I actually sat down a couple of weeks ago to do something, and I worked on the first couple of pages, removing the background graphics and pictures that the woman had behind the text and all of that first, and I spent 10 minutes doing all that. And then, I looked at it and I was like, “This sucks!” So, it was gone.

Becky: It helps to just sort of put a price on your own time, and to always take into consideration if it’s going to take me X number of hours and my time is worth this much, really how much is this costing me? That’s one quick way to quickly assess whether something is worth your time or not.

Terry: Yeah. One other thing with the PLR, and this goes actually for selling information products, because right now I'm releasing a new product every 2 to 3 weeks and I've been keeping that momentum up for a while, I have all these different things going on. And with the PLR, I'm looking at I can buy this and bang it out and it's done. So, that's a consideration.

But this other stuff that I'm looking at, where I have a package that has say 3 pieces in it, and I'll see something that might fit into that package, so I'll grab it and add a note. I have working folders with notes that outline what I'm doing. I'll add a note saying, "I bought this piece of PLR to see if it would fit in this package," so, when I go back into those, I can find them.

Now, none of this stuff has got a timeline of more than 3 months. If it's something that I'm looking at doing 6 months from now, I'm not buying PLR to work on it. But if it's in the next 3 months, I'll buy PLR and I don't even look at it. I just save it to my hard drive, add the note, because it might save me time. Those are things that are like \$10, \$25, or whatever they're doing.

Okay, we've talked for a good, long time about all this. So, tell me more about this Nichetastic website you've got.

Becky: As I mentioned before, on Nichetastic.com I don't have a monthly membership site. So you don't see an ongoing fee and get so many products every month.

Instead, when I'm moved to do so, or every couple of months, I really see a package of generally 4 to 8 products, and they're generally in niches, various niches. You'll see a lot of these sort of sites that have like stop smoking and lose weight, and all of these same sorts of things. And because I'm a marketer and I research these things myself, I try to find niches that aren't quite as widely used by all the other membership sites. So, we'll have nursing home care or hydroponic gardening, or something really odd like that, these niches that aren't as well known by the marketers but yet have lots of people in them.

I generally have the product, plus a report or an e-book, and I have articles. This time around, in a couple of weeks, I'll be releasing another one, and it will have audio books with it and all of it can be modified.

That's Nichetastic.com for you.

Terry: So, this is what you do, and you also sell your own books that you write and stuff.

Becky: I primarily sell my own books and have my own sites, but the reason I got into this is because I'm looking at some of these poor-quality PLR stuff

because I also buy PLR stuff for myself, and I got sort of frustrated with I think these are mainly writers and not marketers who are putting this stuff out.

So, sometimes you'll find good quality, but I'm thinking, "Who's buying this stuff?" Like underwater basket-weaving for left-handers who live in North Dakota, this niche. And I'm going, "Who's going to buy this stuff? It hasn't been researched to see if there's a market for it."

Or, sometimes it's really just poor quality. You can't do anything with it, like you said.

So, kind of frustrated with that, I decided to just make out a few packages a year, basically, where I'm guaranteeing that you'll have good-quality material that I write myself and that I've researched myself.

Terry: That's one of the things with your stuff. The only disappointment I ever had with your stuff is the rights didn't match what I wanted to do with it. But I never had concerns about quality. That's probably a great compliment, huh?

Becky: Thank you, Terry.

Terry: Coming from a judgmental guy like me.

Becky: Yeah, exactly. So, you didn't send a newsletter out to your readers saying, "Go to Becky Hagel's site and see what's wrong with her product?"

Terry: No, I wouldn't do that.

Becky: I'm just teasing.

Terry: Actually, I told my people, after I did that, that I would send them to a perfect auction, so they could try to find things that are wrong with it. But I still haven't found a perfect auction.

Becky: I was going to say that will be hard to come by.

Terry: Yeah. Becky, this has been a lot of fun doing this. Becky's website is Nichetastic.com. She's not selling stuff, because I went over and looked at the website yesterday. The site just has a newsletter box on it. Becky writes articles that are actually entertaining, has weird angles and stuff, like love and dating. Wasn't that one you were on?

Becky: Marketing and making love.

Terry: Yeah. And things like that, where she's finding the story to go through, in order to teach something, they're always informative, usually entertaining, and

well worth reading. And I think if you go to the site, she's not selling something, there's just an opt-in box. Is that right?

Becky: Yes, that's correct. So yeah, go ahead and fill that in. You can read the newsletter and I'll shoot you an email the next time I have a Nichetactic package ready.

Terry: Speaking of her newsletter, I have to say that of all of the newsletters that I've subscribed to over the years, with the exception of mine, which I read 15, 20 times as I'm writing it, with the exception of mine, Becky's newsletter is probably the one that I have subscribed to the longest. That means I didn't cancel the subscription. And it's also the one that I actually read, most of the time.

Becky: Gee, Terry. I'm not going to be able to leave this room, because my head's not going to fit through the door.

Terry: You call the dog in. He wants some attention, too.

Alright, I want to thank you for doing this, Becky, and we're out of time.

Becky: Alright, thanks so much, Terry. I had a good time, too. Thanks for inviting me.

Terry: Thank you.

Becky: Bye.