



The Royal Road to Riches – Selling Information Products Made with PLR, by Marlie Parsons

During the California Gold Rush 175 years ago, very few gold miners actually got rich. It was brutally hard work digging up rocks in ice-cold mountain streams searching for gold nuggets, and the competition was fierce.

But do you know who did get rich?

The merchants who sold provisions to the miners!

There was great money to be made selling gold pans, picks, shovels, tents, blankets and other supplies to the gold miners.

Today there's another kind of gold rush happening. It's on the Internet, and you can strike it rich selling provisions to the miners. But instead of picks and shovels, today's Internet miners need information! That's why...

You Can Make Money Selling Information Products That Teach How to Make Money on the Internet!

And the best part is...

You Don't Need to Write Anything!

In just a minute, I'm going to let you in on the secret that savvy Internet Marketing entrepreneurs use to get all their information products written for them free, or for so cheap they're almost free.

But first, it's important that you appreciate...

Why Selling Information Products Is the *VERY BEST Business You Can Start!*

Information products are digital items that provide valuable knowledge or skills to consumers. These can include eBooks, online courses, templates, checklists, software, and more. The beauty of information products is that they can be created once and sold repeatedly, generating passive income while you focus on growing your business. Unlike physical products, they require no inventory or shipping, making them an ideal choice for an online business.

In today's digital age, the internet offers unprecedented opportunities for financial independence, allowing anyone with a computer and an internet connection to start a business with little to no upfront cost. If you've ever dreamed of working from home, being your own boss, and achieving financial freedom, you're in the right place.

Sourcing Pre-Written Information Products You Can Re-Sell for Profit

The best-kept secret of today's most successful Internet Entrepreneurs is that many of them don't actually write the information products they sell. Instead, they obtain the

rights to pre-written documents, add their own names as the authors, and sell them for \$7, \$17, \$27, and even \$97 or more in marketplaces such as JVZOO, the Warrior Forum and Clickbank.

How Is This Even Legal?

The little-known “backdoor” method that countless savvy Internet Marketing professionals use is PLR content.

What Is PLR (Private Label Rights) Content?

PLR stands for *private label rights*, and when you buy PLR content you can use it any way you want within the licensing terms for that product.

PLR products are pre-created content you can customize, rebrand, and sell as your own. MRR products allow you to sell the product itself, often without modification, and keep 100% of the profits. Using PLR and MRR products is a smart way to start because it saves you the time and effort of creating content from scratch, allowing you to focus on marketing and selling.

This book will show you how to leverage Private Label Rights (PLR) and Master Resell Rights (MRR) products to kickstart your business.

Why PLR and MRR Are Ideal for Starting with Little to No Upfront Cost

One of the greatest advantages of using PLR and MRR products is the minimal financial investment required. Many high-quality PLR and MRR products are available for free or at very low cost. This makes them accessible to anyone, regardless of their financial situation. By using these products, you can quickly build a catalog of information products to sell, generate income, and reinvest your profits to grow your business.

In this book, we will guide you through every step of the process, from finding and customizing PLR and MRR products, to setting up your online presence, marketing your products, and scaling your business for long-term success. Whether you are a complete beginner or have some experience in online business, “The Royal Road to Riches” will provide you with the knowledge and tools you need to succeed.

Where to Get PLR For “Almost Free”

A quick Google search for “free PLR” will show you literally hundreds of places where you can download PLR content for no-cost. But in most cases ***you get what you pay for.***

After checking out dozens of some of the most highly recommended PLR sources, I

found one that stands out above the rest for four good reasons...

1. It's high-quality content (Many of the best-known Internet Marketers use it, and re-brand it with their own names!)
2. It's up-to-date, with new content added every week
3. There's lots to choose from – well over 7,000 products (and more continue to be added), and
4. You can access it all for just \$1.

What's the catch?

The “catch” is that it's only a short-term opportunity. You get unlimited downloads to the entire inventory – thousands of top-quality PLR products – but only on a one-month trial basis.

During the 30-day trial period, you can go nuts – download as many PLR products as you want, and keep them to use forever. But if you want to extend your membership for longer than 30-days, you'll need to pay a monthly fee of \$27.

This highly recommended PLR source is simply called “Monthly Content”, and [here is your link to get access for just \\$1.](#)

The Best Ways to Use PLR – Digging Deeper

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

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

- ⇒ Creating your own products
- ⇒ Creating content for your websites
- ⇒ Creating emails for your subscribers
- ⇒ Creating graphics
- ⇒ Creating social media content

⇒ And sometimes you can even resell the PLR content as your own PLR content!

And on and on and on...

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

Buy High Quality PLR Content

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

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

The next thing you need to do is...

Plan Your Money Strategy

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

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

You can...

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

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

Side Note: Want to learn multiple ways you can make money with PLR content? Then make sure you check out [The PLR Profits Coach](#).

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Put The Work In

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

...BUT...

It still takes work!

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

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

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

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

There is a mastermind group called My PLR Mastermind that you can join for free, and if you need help doing anything with PLR come on in there and ask. You can join at <http://www.MyIMMastermind.com>

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

With all of this being said...

What Are You Going To Do Now?

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

Buy high quality PLR content, have a plan to use it, actually use it. I've also given you some ideas on how you can use PLR content, but now it's up to you.

What are you going to do now?

Here's my advice...

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

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

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

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

This simple advice I've given you here is truly how you make money with every PLR package that you buy. There are several excellent workshops that teach individual strategies.

Take a look at these and see if you get ideas...

The [Profitable Products With PLR Blueprint Workshop!](#) – Learn to create and sell your own digital products from A-Z using PLR content that you buy!

The [Blog Profits With PLR Blueprint Workshop](#) – Learn to create and profit with your own blog using PLR content.

The [Content Marketing With PLR Takeover Workshop](#) – Learn how to drive traffic with a content marketing strategy that uses PLR content!

The [PLR Reseller Profits Blueprint Workshop](#) – Learn how to resell PLR that you get Reseller PLR to. This is great if you want to jump in the PLR niche and make money selling PLR to other PLR buyers!

The [Bundle Profits With PLR Blueprint Workshop](#) - Learn to create your own bundle offers using PLR content and create amazing offers people will buy like crazy using the "bundle strategy".

The [Affiliate Marketer's PLR Profits Blueprint Workshop](#) - Create an entire affiliate marketing business using PLR content and my proven blueprint to success!

The [Profits With PLR Membership Sites Blueprint Workshop](#) - *Want to create a recurring income? Then you need a membership site! Did you know you can build one using nothing but PLR content? You can and I'll show you how in this workshop!*

The [List Building With PLR Blueprint Workshop](#) - Having your own email list allows you to make money every time you send an email. Let me show you how to build your list using PLR content so you can have your very own profitable email list to profit from over and over again!

Now It's Up To You...

Embarking on the journey to create your own profitable home-based business is an exciting and empowering endeavor. Here are some final words of encouragement to help you take action and achieve your goals:

Believe in Yourself: You have the potential to create a successful online business. Trust in your abilities, and don't let self-doubt hold you back. Every successful entrepreneur started somewhere, and so can you.

Take the First Step: The journey of a thousand miles begins with a single step. Whether it's choosing your niche, setting up your website, or customizing your first PLR product, take that initial step today. Action breeds progress.

Embrace Challenges: Challenges and setbacks are a natural part of any entrepreneurial journey. View them as opportunities to learn and grow. Every obstacle you overcome brings you closer to your goal.

Stay Committed: Building a business takes time, effort, and persistence. Stay committed to your vision and keep pushing forward, even when the going gets tough. Consistency and perseverance are key to long-term success.

Celebrate Your Wins: Acknowledge and celebrate your achievements, no matter how small. Each milestone is a testament to your hard work and dedication. Celebrating your successes will keep you motivated and focused on your goals.

Keep Learning: The digital landscape is constantly evolving, and continuous learning is essential. Stay updated with industry trends, seek out new strategies, and never stop improving your skills and knowledge.

Connect with Others: Surround yourself with like-minded individuals who share your entrepreneurial spirit. Join online communities, attend webinars, and network with other business owners. Collaboration and support from others can be invaluable.

Your journey on the royal road to riches begins now. Take the knowledge and tools

you've gained from this book, and start building the life you envision. The path to financial freedom and success is within your reach. Believe in yourself, take action, and let your entrepreneurial spirit shine.

Here's to your success and the prosperous future ahead. May your journey be filled with growth, achievement, and fulfillment.

Best wishes,
Marlie Parsons