

Pull In Profits From Info Products In Your Hard Drive

By Henry Zeng

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Chapter 1...Getting Organized

Like thousands of other people, you probably have tons of software and ebooks just sitting on your hard drive doing nothing for you.

Maybe you think you are addicted to buying online. You know, there's nothing wrong with buying different products, as long as you can afford them, that is. If you never do anything with your online purchases then you are wasting the money you spent. The very least you can do with them is read them. You might get some good ideas about putting all those purchases to work for you.

Let's think about that for a moment. Do you know why you are online and buying all the latest products, including the latest and newest item that is going to magically make you rich? Buying it and dumping it in a corner of your hard drive didn't improve your bank account, did it?

Do you want to make money online? That might seem like an obvious question but it deserves an answer. If you would take a look at all those downloaded ebooks, software and marketing advice on your hard drive, you would have an amazing library of new information, most of it specifically directed at earning a good living online. It's just been sitting there waiting for you to wake up.

The biggest question now is how you can earn money from the products you have bought. The answer will depend on the products you have and the rights that came with them. You can earn money as an affiliate of other people's products, but you will normally have to wait to be paid for those. The steady money that can make a difference in your life will come if you sell those products you already have.

Which would you prefer? You can sell a product on behalf of another person and then wait for the commission (a percentage of the actual selling price) to be paid into your account. Or would you rather to sell the products you bought and have all the money paid instantly into your account? Believe me, instant money is always better. All you need to know is what to do to get this money.

Let's check out some of the ways in which you can change your hard disk into a money making system for you right now and still have it making

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money for you in the future. Yes, even if the information you have (articles and ebooks) is out of date, you have a goldmine of resources at your fingertips. All you have to be is willing and prepared to do some work. If you are able to make the relevant changes to give you an up-to-date product, you can generate the cash you need.

One thing that will make you stand out from the crowd is to know what you have on your computer and how to use them. The question is how do you know what you have on your computer, when you have bought everything that was offered to you or downloaded every free offer? I've lost track of many more of my downloads than I will admit to and finally figured out how to organize them.

Now might be a good time to organize your hard disk. One problem many people have is that they don't even know what is on their hard drive. I don't know about you, but I find it hard to remember all the purchases I've made. This means that I had no idea what was on my hard drive until I learned to organize them all so I wouldn't lose track again.

Take time out of your schedule to organize your computer. *Don't leave me now!* You might think this won't make you any money, but it will, because being organized will stop you buying more and more products. How many people do you know who buy a product or download a free one because they can't remember buying it before? I've done it myself! If they don't know they have the product, I can guarantee that they aren't doing anything with it, and therefore, are not making any money from it.

Here's how you do it:

1. Make a folder named **Downloaded Files**, and then place all your products into that folder. That way you know you have them all together and ready to work on. This folder will probably be very large, and it would be wise to make a backup of this on a CD for future reference.
2. Find all the zipped files, and if you have never unzipped them, then now is the time to unzip them. You should make the decision as to whether you want to keep both the zipped and unzipped files. If you do then you will be using a lot of extra space on your computer. If you decide to delete all the zipped files, once you have them

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unzipped, you will already have a copy on your backup disc in case you need it again.

You will need to have WINZIP or a similar program installed on your computer.

To unzip your files:

Click on the folder you want to unzip

Extract all files

You will then get the Extraction Wizard up

Click Next

Click Next one more time

Click Finished

- 3. You might find you have a problem knowing what is in a folder, because the person had named it something like sjfe0tu3hj4ifrfnety.zip and it means nothing to you. Once you have unzipped the file, then rename the folders to something relevant.**

To rename the folder:

Right click on the folder

You will have a submenu on your screen

Scroll down to Rename

Name the file to something that is relevant to what is inside the folder.

- 4. You should now have a folder which contains all your unzipped files which you have renamed to something relevant, if needed. It might seem overwhelming at the moment when you see how many hundreds or even thousands of files you have. But as you work through this you will be able to see the possibilities for income and the light at the end of the tunnel. In the end, it will help make you money.**

You might want to use the old fashioned method of making a list of the items using pen and paper. This will be important for the next stage of the work you are about to do. Another way to do this is to start a new document in Excel or the spreadsheet program you have. That way you will have a digital copy which you can add extra information to as you need to use it. It would be a good idea to make a backup copy of this list

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and update it as you expand it. You have to protect your business ideas at all times and backups will save you days and weeks of redoing something that got lost or corrupted.

5. Make a folder for each subject that you have identified in your research of the main folder. Name each folder with the relevant subject. You could have names like, AdSense; List Building; Blog, Article Writing and every other subject that you have files for. Remember you are only creating a folder for each subject or niche, not the different files you have.
6. You should aim to have everything in alphabetical order which will make it easier to move them. Try and use the relevant name of the subject at the start of the folder name. Do not be concerned at this stage about duplicates.

7.
To have your folders showing alphabetically:
Click View
Arrange Icons By
Type
Show in Groups

You could have them sorted by Name and then Auto Arrange will give you the same result as long as the folders are all the same type.

8. Now you need to move all the documents into the relevant folders. If you have a number of folders which are about blogging. You might have named them Blog, Blogs, Blogging, which means they are next to each other in the big folder.

If you have more than one folder next to each other to move, then, click on the first one, so that it is **highlighted** and not opened.

Hold down the **Shift** key and use the arrow keys to highlight the relevant files. You can then try and move them manually by holding down the left button on your mouse and dragging them to the new folder.

Or you can:

Move the selected items

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Select the right folder
Click move

In My Documents I made specific folders for each type of product, like eBooks, Articles, Software, Applications, etc. Within each one of those folders, I made specific subject folders and put the appropriate products in the appropriate folders. For example, ebooks on marketing techniques would go in a folder within the eBook folder named Marketing. An article on dieting would go in a folder named Dieting within the Article folder.

Your last folder level is one that describes the rights that came with each purchase. You can have different rights with each product. To make it easy to see what rights you do have, make an additional folder for each product labeled Resale Rights, Master Resale Rights and PLR (Private Label Rights). Put each product in the folder that corresponds to the rights that came with the purchase. If you don't know, it normally says in the first couple of pages.

Now, you can easily find any article, ebook or product you have on your hard drive. If I want to know what I have on a subject, I check the eBook and Article folders, and inside I find the files for resell rights, master reseller rights and PLR. Simple, yet effective and it works for me.

Also you could also set up an Excel file which would have all the relevant information: the name of the product, the rights to the products, the cost, and any other information that you find is important for you. You can create and sort this file to suit yourself, alphabetically, by topic or by rights. If you don't know anything about creating Excel files or spreadsheets, there many good books on using Excel that will tell you how to do it.

Let's us start to analyze the products and see what you can do with them. You might find you have enough products to give you a large income for a very long time.

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Chapter 2 – Learn Your Rights

Many people got these rights when they bought the products they have but never thought about them again. These rights tell you exactly what you can do with each item and what you cannot do. The restrictions stated in the individual rights are legal and binding. If you violate those rights, you will expose yourself to litigation, loss of both credibility and your business.

Affiliate Rights

With affiliate system like [\\$7 script](#), you are an affiliate and you will get an affiliate's commission for each sale, deposited directly into your PayPal account. Many other products exist with affiliate rights that you can sell or send customers to the owner's sales page and get a percentage. Usually, you don't even have to buy the product. You get a link that holds your ID and everyone that clicks that link and buys, earns you a commission. That percentage of the sale price will differ from product to product. It is your responsibility to check out each product that you are going to sell as an affiliate. Do not assume that they are all alike.

Resell Rights

When you buy and download an ebook or article, you normally will have resell rights. This means that, after you buy the item, you will be allowed to sell it to your customers and keep the money earned. Sometimes the selling price is restricted by the original owner... either stating the price you have to sell it for or the minimum price you can charge. You can't change the item in any way and that restriction usually is clearly stated when you buy it. You are ***not*** allowed to pass on the resell rights to your customers. This is the most basic of the rights granted.

Master Resell Rights

This set of rights has more benefits to you. With Master Resell Rights (MRR), you can resell it to your customers and pass on the Master Resell Rights. Some marketers sell the product for a bargain price and then sell the Master Resell Rights as an added benefit. This is a good way to give your customers, who just want the ebook at a bargain price, something of value. Doing this increases your credibility and builds your list. Selling the Master Resell Rights separately not only increases your profits, but strengthens your image in your customer's eyes.

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Private Label Rights

Private Label Rights (PLR) are the most coveted of all the rights that come with your purchases. These rights mean that you can modify the product to suit yourself...revise it, rewrite it, update it, etc. You can repackage it with photos, screenshots and clip art. You can even use it just as you got it and claim authorship of it. You do not have the actual copyright...the author retains that right. Articles and ebooks with Private Label Rights are great resources to jump start your creativity and ease the writing process for you. The basic format and focus is already written for you. You have the right to use what parts of the original that you want to use and to add your own content to it, effectively creating your own product.

Rebranding

This right usually comes with resell rights and is an added benefit to you that skilled marketers normally sell separately from the actual ebook purchase. This right allows you to replace the author's links with yours, thereby driving traffic to your site and not the author's.

This is a big benefit to you and your business. Building list traffic is everything in the internet marketing field and rebranding is a powerful way to do it.

Product Packages

Some products come as a package...PLR, sales page, squeeze page, graphics, etc. Some will allow changes to both the sales pages and graphics. Making changes will make your business look unique and promote your business image. If you don't know how to do this, there's software galore to help you, free explanations and good advice in membership forums and people who will do it for you for a fee. It's not a black mark on your permanent record to ask for help.

With the availability of so many great graphic designers and graphic design software, you should be able to get your new book covers created easily. You always have the option to design your own covers, but, if you cannot design a professional cover, it would be in your best interests to get it done by someone who can. If the ebook you are preparing for sale comes with a ready-made cover, you have to check your rights to see if you can change it to suit yourself.

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Article Directories

Your next step is deciding how you are going to market your ebook. The options available to you *always* depend on the rights that came with your purchases. One good option is submitting your revised and updated PLR articles to article directories. These new submitted articles would have your name as author and a resource box at the end of the article with links back to your website. A good search on Google, or on any other search engine, for “article submission sites,” will produce more avenues than you can believe.

Some advice: Make sure you read the product you are trying to sell *and* the ones you have sitting in your new set of folders. You can learn techniques you will need in your business. You can also determine if the ebook or article is well-written to start with. That is very crucial to maintaining your own reputation as a credible source for good information. Your reputation is determined more by what you are selling or offering to your customers than by what you say.

Material that is poorly presented or full of bad grammar and spelling mistakes brands you as unprofessional, sloppy or uneducated...a death sentence to your online presence and your business. If you can't spell, get a proofreader...your spouse or friend or hire one. Don't think it doesn't matter when it does.

If you have a problem with some aspect of your new business, then check out what you have already purchased. The answer might be sitting on your hard drive, doing nothing to help you. If nothing you already own gives you the info you need, go online and research it or join a forum and ask questions. There's hundreds of people, who were just like you once, just waiting to help you get successful.

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Chapter 3 – The Strategy

Now you have a stash of the crème de la crème of products sorted on your hard drive...Private Label Rights products. What are you going to do with them? Letting them sit there will never make you any money.

Before you consider making money from your PLR products, you need to read the licenses carefully. What are you allowed to do with each product you bought? Can you sell it as is, and claim copyright?

Once you know what you are allowed to do, you will be able to follow the license and then make the profit you desire. If you remember the organizing project we discussed some pages back, you will know why we did it. You did do it, didn't you? If not, go back to pages 1 and 2 and read them again. Then do it!

Let's take a look at how you can make money from all your PLR ebooks you have.

The very first thing you need to do is ***read the ebook***. There is no way you can actually discuss the benefits of a customer's purchase if you don't know what is in the book. Don't just look at the cover or read the table of contents, if it has one, and jump into selling it. If it is poorly written or rambles around without having a specific focus, you will end up being embarrassed.

Here's one handy technique to use when you are reading your ebooks. As you're going through them, it would be a good thing to make notes of points that you want to expand. If you are reading an MS Word copy, you can insert the notes, in a different font color, right in the text, or between paragraphs. If should you have trouble reading the ebook on your screen, print it out, put it in a binder and make your notes right on the page. Later, you can refer to your notes and it will speed up your revision process.

List Building

There's more than one way to build your list, but, for this purpose, let's consider again with the ***S7 Script***. Many people are using this technique, but you might not understand how the script works. If you have articles or an ebook or two on the subject, reading and making notes will help you get

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a good idea how you can make your site different from all the others using the same script.

If you are challenged as far as scripts go, you will need immediate help to learn how to install the script. How do you get that help?

Visit <http://www.7dollarforum.com/>

Join the forum and post questions.

You can also Google it. Remember? The learning process doesn't change and the same processes discussed earlier are still valid.

As you look at each section of the ebook, you need to consider how you could use the information yourself. Maybe you've already used the techniques and strategies you're reading about and have been very productive with it. Even so, you should always consider how you can add to any product you buy and how you can use the product to produce as much income as possible. Your whole focus with your online business needs to be pointed toward making money. Don't waste anything; not even time.

While checking the examples in the ebook you're reading, one of the ideas you want to keep an eye out for is anything that will show you how you can improve your conversion rate. The more enticing you can make your sales offer, the more people will buy it. If the benefit of purchasing your ebook is strong enough, more than a few buyers can be turned into return customers.

You might find that you are doing something different than the examples in the ebook you are reading and it turned out to be very successful. What you have discovered and used to your benefit might not be commonly known in the internet marketing scene. You can add your secret techniques to the ebook, improving it and making it more valuable by adding your personal tips.

If you purchased a short report like this one, you might want to expand it into a full-size ebook. To do that you will need to write, or have written for you, the extra content. Check out your other PLR books on the same subject. Maybe you can combine two books into one.

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Chapter 4 - PLR And You

With Private Label Rights, you can break your PLR ebook into articles. How many articles can you get from your book? You might be surprised at the answer. Each separate point in the ebook can become a separate article on the same subject as the ebook. You would have to add some research and rewriting to make those articles coherent, but enhancing the original excerpt is a lot easier than writing it from scratch. The basic format already exists in what you broke the original ebook into.

Imagine that you can produce 10 articles immediately from a PLR book. How many of these articles can you expand on, giving you even more articles? Once you have written them, could you add some additional articles on the same subject? Are there any areas that are not covered which you know something about, or are able to research yourself? Do you have other ebooks on the same subject in your folders? If so, you could have 20 articles all written, and ready to make you money.

If you have a website or a blog, you will certainly want to put some or all of the articles on your site. If your site is interesting and has fresh content on a regular basis, people will want to return and spend time there. Content is king on the web and a steady source of fresh articles on subjects customers want to read will increase your visitors and your conversion rate. The more people at your site and exposed to your sales offers, the more sales you can make.

You can also submit these articles to an article directory ensuring that you have a link sending people to your website. If people liked your article, they will be more inclined to click on the link back to your site. Since content is king, other website owners scour the article sites looking for info of interest to their customers and readers of their lists.

Submission of your articles to the article directories is free and is a powerful, simple way to increase your visitor rate. Internet marketers can go onsite and find your submissions. If they like what you wrote, they can just download it and provide it to their customers. The only requirement is that they keep the resource box with your info and link intact. Your name, info and link to your site can expand virally in a very short time, which means customers and sales for you. This can happen in a heartbeat.

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You can package these articles and sell them as PLR articles. This package of articles can be sold from your website or through your blog. You can put a cover on them make a collection and sell them at a reasonable price, giving yourself a high return for the minimal work involved.

Articles will always make you money if it is on a subject that people are interested in. If you continue to look at PLR ebooks the way we have been discussing on these pages, you soon will have many different packages to sell from a few ebooks that were sitting on your hard drive gathering virtual dust. The more creative you are, the more new ideas will just spring into your head.

Here's a few more ideas for your consideration:

If you've found some tips in an ebook and have a few of your own, you can make a 5-page report to give away as an incentive to get visitors to your site. Once there, they will be presented with your sales page and whatever free bonuses they can download after buying your offer.

If you finished a great article on list building, a topic almost everyone who markets online will want to read, mentioning it in your blog or weekly email to your list will drive traffic to your site. If you submit shorter articles on list building to article sites, put a plug in your resource box telling anyone who reads your article that they can get a free report on list building on your website. Be sure to include a link back to your site.

Soon people will start coming to your site to get the free report. You can offer a sign-up form for a newsletter filled with tips and techniques that they might want to read. This technique gets their email address and first name. Your autoresponder will send them a confirmation message and, once they click that link to authorize you to send them info, you have a new member to your list.

Never underestimate the power of free reports, articles and ebooks. Everyday there seems to be a new giveaway being advertised online and shouted at you in too many emails to count. All those free giveaways require the customer to sign up with a first name and a valid email address. The marketer who offered the free ebook or software is trading the free item for list expansion. How many times have you downloaded an ebook just because it was free? Or gone to a site to get the free report?

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Chapter 5 - PLR Revisited

The best way to make money with PLR content is to make the book your own. Get some new graphics designed, and write a new sales page. Expand the report; make changes so that people don't know you have reworked a PLR book. If you make *just a few changes* to an ebook, people who bought it in its original state, will be very unhappy when they realize it is exactly the same book they bought somewhere else. If you make enough changes to it, they will not know it is a rewrite from a PLR.

When you are reworking a PLR, read it and add content to it. You should use the current content as a basis to build upon. See it as a good foundation for writing your own ebook. You might even decide that there is potential to make a few ebooks from it. Maybe some of the tips could be expanded into one ebook giving people a brilliant idea and steps on how to implement your new information.

Many people who have trouble creating different information for the same topic are not used to looking for different options to solve old problems. They are looking for the one perfect solution to meet their needs. The online marketer's mission (that would be you) is to define common problems that people just like you and me have on any subject and sell them the solution.

Check your PLR products carefully. You have a great PLR ebook on a subject with three levels of information...beginner, intermediate and advanced. Immediately consider writing three separate reports for these three different groups. When you have a solution to a problem (ebook) for all levels of expertise, you can increase your sales dramatically. The beginner is primed to buy two more books from you...the intermediate reader will be a candidate for the advanced book. If you are not looking for these real possibilities everywhere, someone else will find them and leave you wondering what happened.

Pricing

In order to price your ebook, you need to know how much the original book cost you and how long it took you to create the new book. Give yourself an hourly fee for the hours you spent putting it together. Calculate your out-of-pocket expenses, including the cost of buying the ebook,

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buying cover graphics or having them created for you, proofreading and anything else you put money out for. That will give you a starting point.

Decide how many copies you need to sell to break even. To do this, you take the total cost of production...hourly rate + the cost of the original purchase of the ebook + out-of-pocket expenses...and divide it by your test selling price. That sum will tell you how many you have to sell to break even. Anything over that is pure profit for you. Do this with various selling prices until you find the formula that suits you. Before settling on a final price, you might want to check out some ebook sales sites to see what the competition is doing. You can bet they will be checking you out.

Another consideration when you are pricing your ebook, is what rights you are going to give away with the purchase of your book and what rights you are going to sell. Different rights will be sold for different rates. A little research and you can find the going rate for different rights.

When you own your own product you will be seeing instant cash in your bank account time and time again. There is nothing to stop you from producing good quality ebooks all the time, meeting the needs of many, many people.

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Chapter 6 – Final Thoughts

Here's a few more ideas in closing:

You've got a stash of articles on a great topic. You've parlayed a PLR ebook into three separate ebooks for customers with different levels of expertise. You've either created or purchased a great website. You've got a domain name that reflects your product. Your pricing is as good as you can make it.

You market your site everywhere you can find to do it...article directories, email messages to your list, a linked signature in all your emails and forum postings, etc. You start making sales and your project is a success. Your name is getting recognized as someone who knows what they are doing.

There is a possibility that you can sell the site in its entirety and for a great price. That would include the domain name, the website, the content (all the ebooks and articles, graphics, bonuses, etc) and whatever else you have on there, like a blog or online newsletter. Your ownership of the materials you created goes to the new owner of your website...all rights transfer to the buyer. These sites sell for many thousands of dollars.

Many people don't want to work themselves, but they do want the financial benefits that come with having an online presence. They will pay good money for a unique product or one that means they don't have to do any work to get it created.

If you don't know how to do all the processes described on the previous pages, you can outsource the work, pay for the service and claim the written result as your own. Every part of the entire website creation process can be outsourced as long as you can pay for it. Freelance writers can be found on sites that accept requests for quotes on projects. Use the search engines and you can find anything you want.

Costing a project before starting is important, because there is no benefit to you as the seller if you have to spend more money than you could ever take in on the sale of the goods.

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Each day online, there are millions of people who are searching for the solution to their problems. Some people will buy every book on the subject hoping to become the expert they want to be. Others buy the book, believing that by owning the book their problem will disappear. Nothing could be further from the truth, but as a seller you can sell your solution to these people.

The last suggestion for making money online is to allow affiliates to sell your products. This requires a ClickBank account (free) to handle the sales and the disbursement of the sales. To do this, you decide on what percentage the affiliate will get for each sale. ClickBank takes care of the sales split...sending the money to each of you. When you put your ebook in the ClickBank marketplace, there's hundreds or thousands of potential affiliates who can sign up to sell your ebook for you. All the details you need to set this up can be found at ClickBank.com.

Recap:

There is only one way to have instant cash when you purchase PLR books and articles, and *that is to do something with them*. Here's some things you can do with them.

- Create new articles for your website and article directories.
- Write articles to market the products you want to sell.
- Create PLR articles which you can sell to an unlimited number of people make it more valuable by selling a limited number.
- Create a small free report to give in exchange for an email address.
- Create a number of short reports that you can sell using the \$7 script.
- Create a large ebook which you can sell either to a limited number or unlimited number of people, with PLR rights.
- Create a new book of tips for different levels and again sell giving different rights.
- Create all the above to maximize your profit.

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- Create ebooks and articles for a membership site.

If you learned only one thing from this detailed ebook, it is that you can make money online but you will need to work at it. You have a pretty good blueprint with this ebook for doing exactly that.

Go Get It!

"Discover How One High Roller Went From Nothing To Six Figures In One Year... **Mercilessly Dominating Niche Markets By Using Heavy-Hitting Marketing Tactics!"**



Discover the jealously guarded secrets of Top Internet Marketers who are making a killing from Niche Marketing! Imagine learning things like:

- ü **How to bulldoze through and dominate any market... no matter how big the niche**
- ü The "5 Characteristic" formula that will doubtlessly identify every profitable niche... and tell you which ones to stay far away from...
- ü **How to get I-N-S-T-A-N-T PayPal cash.... there's no way that a high roller waits for money to come in the mail.**
- ü A cloak-and-dagger "X" factor that will make you a guru overnight....(No need to waste any time making wads of cash)
- ü **And so much more!** This is barely in a nutshell.

[Click Here to Get Mafioso Marketing Tactics!](#)

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