

The Educational Martin Bigler – Newsletter No 10

Published by Martin Bigler

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Income Traffic Explosion at <http://www.incometrafficexplosion.com>

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Internet Marketing Crash Course at <http://www.imcrashcourse.com>

My Best Income Tools at <http://www.mybestincometools.com>

Drop Ship Products Effectively on eBay <http://www.mybestincometools.com/dropshipebay>

Please bookmark them for later easy reference...

Welcome to your next issue of my Educational Newsletter.

The Educational Newsletter No 10

The themes of this Newsletter

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- 1) Follow Up Last Issue
- 2) PLR is in... Is it Really?
- 3) Today's Article Writing Tip no 5
- 4) Past Issues and how to subscribe

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1) Follow Up Last Issue

Did you manage to keep your positive spirit and tackle the negative thoughts?

Off course you did!

Why do I know?

Because you read this, I assume that you focus on building your list, creating your websites and products and your internet business. Besides all this, try do not forget to write one or two articles per week. This builds up over the time and gives you valuable back links as well as free traffic form search engines.

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Less Than One Saturday Night Movie Ticket!

2) PLR is in... Is it Really?

Everybody talks and writes about PLR. But what is it? PLR is the abbreviation for PRIVATE LABEL RIGHTS. To ad search engine friendly content to your Websites or Blog, PLR eBooks, Articles or Short Reports are a good way to attract them...

I give you a short introduction about all you need to know about Resell Rights, Private Label Rights, and Royalty Rights.

Resale Rights Products are considered to be the easiest ways to make money online. You don't have to make any effort to create sales pages or choose professional graphics because the hard work is already done for you.

The only work you have to do is, buying the product and its resale right, loading it on your website and selling it. You can make money with the help of resale rights products in two ways:

- a) By purchasing the RESALE RIGHTS of someone else's product and cash in 100% profit when it is sold.
- b) By selling the resale rights to other interested sellers and keep 100% of the profit with you.

In order to be successful, it is essential to understand the different resell right types and what you can do with them.

Basic Resell Rights

The right for reselling the product is only given to the seller and the customer of that product cannot sell it to someone else. 100% profit remains with the seller.

Private Label Rights

Private label rights is considered to be the holy grail of all resell rights. When a seller purchases this right, he or she is free to make any desired changes in the product. They can put their own name on it, sell master or basic rights to the product or sell it for profit. Sellers don't have to spend hours to create a product and they are free to manage it the way they want.

Master Resale Rights

The seller not only gets the right for reselling the product but also to resell the product's basic resell rights. So, if a customer purchases basic resell rights of a product, he or she can make profit by then selling it to someone else.

Royalty Rights

Under royalty rights, sellers will have to pay a percentage to the author or owner of the product for every e-book they sell.

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Give Away Rights

Give away rights means that a seller can give away the product to anyone for free, but no resale or editing can be done to it.

As a seller once you get the product you must start studying your competitors. You need to know what strategies they are implementing so that you do something different and better. More incentives and bonuses can be thrown in for making an offer attractive to potential customers. This is necessary because online customers are used to shopping by comparison and if your deal is good you can make a lot of money.

You can start with just one product and put in all the hard work and effort to make it successful. You will have to be ready to give it everything you have if you want to reap a good amount. In case you are good at writing, you can perform the task of editing sales pages on your own and make it appear more attractive to the buyers.

After you sell one product you can try your hand at another one and keep on repeating the process. Your goal is to build a Virtual Empire of as many as possible of your re-written eBooks, Reports and Articles.

It is however time-consuming to do all the research on the market, select the right products (normally you must buy them, so be careful what you select!) and re-brand it to your own style.

You need a workable short cut and I suggest to you just two exceptional membership sites I personally use to my best satisfaction:

[Push-Button-Health](#) and [PLR Monthly](#)

These are membership sites open to a limited circle only and they offer excellent, new and professionally written content, including all the tools you need (sales page, eBook cover, graphics, etc.), ready to copy and paste.

I also recommend you to check a membership with "[Platinum Resell Rights](#)", the number one source for excellent Private Label and Master Resale content.

Now that you have all the ingredients and the raw product, changed already to your tone and style, made the PDF- and ZIP-files from your adapted Word Document and finally uploaded the eBook for sale onto your Squeeze Page, Website, Blog, etc..

You can go a step further!

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Here are just some dot point ideas what you could further do with your PLR product:

- * Put your name as the author
- * Edit the contents and change the titles
- * Break the contents into articles
- * Sell your product together with other PLR-content (eBooks, Reports) as bonus
- * Offer Master Resell Rights (content may not be changed, your affiliate links remain intact)
- * Resell the Private Label Rights
- * Sell your PLR-product on auction sites (Ebay, Craigslist)
- * Use it as bonus in combination with another product you sell or on your Lead Capture Page
- * Add it into your paid membership site. If you don't have as script, [here you can get it](#).
- * Use it offline as print and publishing content
- * Create audio/video content from them
- * Write your own viral re-brandable reports
- * Use them as Front-End, Upsell or Back-End offers

Be creative for more!

3) Today's Article Writing Tip no 5

You can read tip no. 1 to 3 in the last newsletters if you missed them. Please go to the Past Issues [here...](#)

Keyword Research tools. Use them as a springboard to get traffic and to write other articles around similar key words. Provide articles that answer the readers' questions in their search for help and information.

Some of the best Keyword Research Tools:

1. Wordtracker: generates keywords for search engine and website optimisation. They offer a [free trial](#).
2. Keyword Discovery: compiles keyword search stats from worldwide search engines plus SEO Services. [KeywordDiscovery.com Search Term Suggestion Tool](#)

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3. [Goodkeywords](#): downloadable freeware that queries a number of popular search engines to identify good keywords. Offers free tutorials in PDF format.
4. [Google Alerts](#): email updates of the latest relevant Google results based on your choice of topic or keywords.
5. [Google Suggest](#): as you type in a keyword, Google offers suggestions and shows the number of results.

Try not to go for the most popular keywords, better use lower used Words to get faster and better SE ranking.

4) Past Issues and how to subscribe

If you like my Newsletter, please forward it and invite your friends and business partners to subscribe at my main website MartinBigler.com.

Get free access to all the [Past Issues...](#)

I sincerely hope that you got some positive motivation and that you are able to turn the negative economic mood to your success.

Please look forward to the next issue to come soon....

Martin Bigler

www.marbika.biz

www.martinbiglerblog.com

www.mybestincometools.com

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