



The leaked chapter!

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## **Chapter 20. Making the most out of private label content.**

There are two types of resale products that I am a really big fan of. **Private label** and **brandable**. First we will talk about brandable eBooks. You cannot change the content other than put your name on it and maybe add a few affiliate links. The eBook software or the author of the eBook will do this and the author is always in control. However this means there is something in it for you as the product gets distributed around eBay and the internet and contains either an affiliate link that will pay you for any sales generated or a link back to your website.

There will also be something in it for the author, probably a link back to a high priced product. Or the author may charge for branding the eBook. If you're selling eBooks on eBay you're better off having something that links back to your network. Then even if you are promoting someone else's product there is something in it for you after the sale has been complete.

Now I will let you into a little secret here. **I don't write most of my eBooks.** Yes, some I have wrote 100% myself but most are simply bought as private label content.

A private label product is not a finished ready-to-sell item like most eBooks are. Instead it will be the raw source material that you can use to produce a finished item. These will be in a word processor format, like MS Word. You can usually modify the content and even put your name as the author. You can basically do what you like with it.

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**You need to understand there are many websites providing private label content and many have their own terms and conditions. Be sure to check out these terms before you start.**

Here's what I usually do with private label content, this method earns me \$1000s every Month.

First of all you need a private label product. Visit [www.planetsmsresources.com](http://www.planetsmsresources.com)

Now as an example we are going to imagine the private label product we have acquired is all about 'training your dog'. It really makes no difference what the subject is.

Now I would first read the eBook to get a feel for the subject. Then I would spend an hour or so researching the topic on the internet. Finding out all I can about training dogs.

Once I've done this I make a list of points I want to make in my own version of my eBook, I read through it again and start editing the content so it says what I want it to say, I cut and paste to copy sections into the right place. Now I look at

the way my draft reads now and see if it fits my style of writing, my personality and my business.

This puts my 'spin' on it and makes it **100% unique to me**. As long as I have rearranged, edited, removed, added and **made the product unique to me** I can do whatever I want with it.

Now I would go to google and search for relevant affiliate links. I have not looked but I know there will be 100s of dog related products I could promote. I would include these affiliate links in the text of the eBook. Here is an example.

"The [planetsms](#) training lead supplied by the [planetsms dog training company](#) is probably the best on the market and has been proven to help train your puppy. The best way to use this lead is to blah blah blah"...

The above links would be affiliate links to your related product. You would also provide affiliate links to high priced dog training eBooks that would be sold on [clickbank](#)

At this point I would tweak it, proof read it, (get someone else to do this) and then go ahead and publish it. There are many free word to PDF publishers on the net, try [www.openoffice.org](#)

I also use my own graphics for the sales page. It's best to change the graphics as everyone will be sick of seeing the original graphics. Remember, you are trying to be different.

Now here is what I do.

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**I grant master resale rights.** I sell it on eBay and make it as easy as possible for anyone that wants to sell it on eBay themselves by providing a sales page, eBook cover and I even provide the email required to download the eBook. I want as many people as possible viewing my eBook, the reason being it will generate me an affiliate income and it will bring visitors to my eBay store and my website and this is where I sell my higher priced items, my membership, my complete packages and anything else and also get adsense clicks. But the most important thing of all is I get to **capture subscriber email addresses**. Once you have a visitors email address you have a potential customer for life. This is what it's all about; this should be the number one goal of your business. **The money IS in the list**. You need to create as many products as possible to build your list, the more products you create the more money you will make; **it's as simple as that**.

And here is something that can earn you even more? Why not make your own brandable eBooks from private label content? This can be extremely profitable for two reasons.

1, You would have at least one link on the eBook main page that would link back to your products or services.

2, You could charge people to brand the eBook, thus generating 2 forms of income from one eBook.

This is how you would do it.

Again, on the same subject let's imagine the private label product we have acquired is all about 'training your dog'.

Now you need to think about the links you will allow to be edited, this would usually be a link to the buyer's website and/or eBay listings. This will encourage the buyer to promote your eBook. Remember, your eBook would still contain **your** affiliate links and a link to your website.

On the eBooks main page you could have the following links

- 1, This eBook is brought to you by [www.buyersdomainname.com](http://www.buyersdomainname.com)
- 2, Visit my about me page. **CLICK HERE.**
- 3, View my [eBay](#) auctions. **CLICK HERE.**
- 4, Get even more FREE eBooks. **CLICK HERE.**

The **CLICK HERE** links and [www.buyersdomainname.com](http://www.buyersdomainname.com) above could be branded.

Now as you can see there are 4 clickable links in the eBook. You would let your customers edit links 1, 2 and 3. Link 4 would link to **YOUR** website or offer. **This would never change.**

Now here's where it gets exciting.

You could either offer free branding or sell the branding rights. If you offer free branding rights make sure you at least capture a subscriber email address. However, you're better off charging then you're sure the buyer will want to distribute the eBook as they have invested in it. Now this is what happens...

Let's say in 1 Month you have sold 50 eBooks. You now have 50 possible buyers of your branded version; let's say 5 buy branding rights. You now have 5 people actively selling your eBook as there is something in it for them. However, in all of these eBooks you have the 'free eBooks' link, or whatever link you choose and you still have any regular affiliate links you have added to the eBook as you compiled/wrote it.

Plus out of the 50 original buyers many will be selling the eBook as it is with all your links intact plus your original ad to brand the eBook. In time your eBook will be all over eBay and the internet. Each one linking back to your website like a homing beacon. Give it a few Months and you will see your eBook all over the place, all promoting your services. Once this viral method kicks in you simply can't stop it. Just picture the streams we talked about getting bigger and bigger? This could be your eBook.

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Ok, so how would we do this?

First of all you need some content, you could write your own or use private label content.

Now you need some eBook compiler software. The eBook creator I use for creating brandable eBooks is called Active eBook Compiler. Take a look at this by [clicking here](#). This software is excellent and you can try it out at no cost. The beauty of this software is it has its own branding tool, this means everything can run on auto pilot. Although it can be quite difficult to set up there is a step by step tutorial included with the eBook. Just check out the help files. You could also use a pdf converter such as [www.openoffice.org](http://www.openoffice.org) and simply let your buyers send you the links they want and you could add the links manually. It's really up to you.

Always always **always** include a sales page with your eBook. This makes it easier for the eBook to be resold; the easier it is the more it will be sold.

Now create your eBook and make sure you mention the eBook can be branded and link this to your sales page. Be sure to include relevant affiliate links. Now list your eBook on eBay, you need as many people as possible buying your eBook so keep the price low. If you wish you can even let me distribute your eBook through my newsletter, 100% FREE, just contact me and I will include it for you.

Once you have sold a few copies things should start to happen. When it does your off and running, now simply **do it all again**. Go and create another stream. The beauty of private label eBooks is you can set up a product in a matter of hours and create a product that will earn you money for years to come. It really is that simple, so **take action** and **start earning**.

**One of my biggest private label secrets...**

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The information I am about to present to you now has made me \$1000s and I am about to reveal exactly how I achieved it. First of all you need to make sure the private label content you are using can be resold and the company you have acquired the eBook from has an affiliate program. In this example I am going to use a company called Push Button Health. What they basically do is let you have 2 private label products in the health niche each month for a monthly fee. Of the 2 products they let you have they let you grant master resale rights to one

So What I do is everything I have just explained in this chapter, I edit the content and add my affiliate links and other links to my products/services. Now here's where it gets interesting. At the start of the eBook I add this:

**Thank you for your purchase!**  
**You have master resale rights to this eBook; you may resell it and keep 100% of the profits as long as you do not modify the content.**

If you would like to get more **FREE** eBooks that you can resell

**[CLICK HERE!](#)**

If you would like to see the premium eBooks I have on offer

**[CLICK HERE!](#)**

[Ebook content provided by pushbuttonhealth](#)

*If you want content to create your own eBooks*

**[CLICK HERE!](#)**

As well as promoting my eBay store and website notice how I promote Push Button Health? Well I am promoting them through my **affiliate link**. This method alone has earned me \$1000s and I do it with many different companies. If you want to see more check out the resources page.

**Proof it works.** Here are my affiliate earnings from promoting Push Button Health. Once again this is another simple income stream that is **extremely effective**. Remember! **Many streams make a river.**

UPDATE YOUR INFO	CREATE YOUR LINKS	IN-DEPTH COMMISSIONS	TOP 100 REFERRERS	OVERVIEW FOR THE YEAR
Welcome Philip John Thornhill				LOG OUT
Your affiliate url: <a href="http://www.pushbuttonhealth.com/cgi-bin/affiliates/clickthru.cgi?id=planetsms">http://www.pushbuttonhealth.com/cgi-bin/affiliates/clickthru.cgi?id=planetsms</a>				
Affiliate Program Summary for October 2006				
VIEW	October		2006	
	<u>October</u>	<u>Accumulated</u>		
Raw Clicks:	118	6926		
Unique Clicks:	89	5665		
Sales generated:	6	180		
Clicks per Sale (CPS):	14	31		
<b>Commissions Earned:</b>	<b>\$102.00</b>	<b>\$3060.00</b>		
Paid so far:	\$0.00	\$2499.00		

Once again that is an income stream I could not stop if I wanted to as there are so many people selling my eBooks with the above links in. The beauty of this particular stream is I have a ready made product each month. All I have to do is spend a few hours editing the content and adding my affiliate links. I would also like to mention my affiliate earnings for this particular stream is **growing** each month.

Important! If you decide to try this remember you can only do this with one product out of the 2 released each month. Also remember as private label content is so hot right now there are 100s of similar companies. All you need is the ability to grant master resale rights and the means of promoting through an affiliate program.

Another way you can do this is to buy a collection of private label material that allows unrestricted rights, what this basically means is you can do whatever you want with the content including granting resale rights to others. Then all you have to do is add the link 'Content provided by' and link this back to your sales page containing a collection of private label material. If you do it this way you get to keep 100% of any sales.

End of chapter...

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