# PLR RESELLER SECRETS

## **5** PROVEN METHODS TO PROFIT WITH **RESELL PLR**

ARUN **CHANDRAN**

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# Introduction

*"Well… well… well… So, we meet again, Captain Freeloader!"*

Another awesome free report by His Excellency Arun (me), and once again you show up… eager to devour my secrets – without paying a cent.

But that's ok. We're cool… because I like you.

And I think it's time I shared my personal story with you about how I got started online - when I was homeless and scrounging for moldy burgers in trash bins…

Struggling to use the computer at the library, and selling my underwear just to buy a domain name. You don't want to know what I did to pay for hosting.

**But after discovering reseller PLR, I made $52,431.75 in 20 minutes!**

By now, you probably know I'm lying. For starters, I never sold my underwear… because I never wore any. Times were that tough. *STOP IT, Arun!*

Sorry, I'm not mentally sound. *See… this is what you have to deal with when you download something free from me.*

Sometimes I think I do these free reports just to amuse myself at your expense. BUT don't feel used. I've got your back.

**I'm going to show you 5 PROVEN ways to generate an income with reseller PLR**.

Damn right, I am. And I even bolded it and highlighted it to make you think you'll actually learn something of value here. You probably won't but keep reading anyway.

You're going to see real-life examples with screenshots and stuff just to show you that nothing inside here is theory. It's all –

*You know what?* Enough BS. Let's get started…

# What Do the PLR Rights Mean?

If I had a dollar for every time someone sent me an email or support ticket asking me to explain the different PLR rights – I'd probably have retired by now and not have to write this report.

I get it… PLR rights can be confusing. **But it's CRUCIAL that you understand what these license rights mean.**

I'm going to simplify this for you so that you understand it once and for all! (If you already know what the different PLR rights mean, click here to skip to Method #1.)

## Understanding PLR Restrictions

When you purchase a product such as Tiffany Lambert's 'Online Success For Beginners PLR' bundle (go ahead and click the link), you'll see this on her sales page.

**I only have 2 rules for my PLR:**

**#1** - Don't use my name on it.

**#2** - Don't pass along the rights to others.

Now, if you visited Chad Eljisr's 'Sugar Detox PLR', you'd see these rights on his sales page.

## PLR License For The Content Bundle

[YES] Can edited in any way
[YES] Can claim yourself as the author
[YES] Can be used as content in paid membership sites
[YES] Can be packaged or bundled with other products
[YES] Can be offered as a bonus for paid products
[YES] Can be used for opt-in bonuses
[YES] Can be used as a gift/giveaway to your list
[YES] Can be used as your own site content

[NO] Can sell Resale Rights
[NO] Can sell Master Resale Rights
[NO] Can sell Private Label Rights
[NO] Can offer through auction sites
[NO] Can sell on Tradebit or any other resale sites
[NO] Can give away as or sell as PLR

Now we'll look at a 3rd example which I think is the best of the lot. If you visited Susie O'Dea's Master PLR store, and clicked on any of her products – you'd see these rights for her products.

- [YES] You can edit the content to suit your own voice.
- [YES] You can use the reports to build your list.
- [YES] You can use the content in your autoresponders.
- [YES] You can claim to be the author of the articles.
- [YES] You can publish as web content.
- [YES] You can sell our eBooks (with no source files).
- [YES] You can give our reports to your clients as an optin gift.
- [YES] You can use our graphics on social media.
- [YES] You can create webinars, slideshows and podcasts… and more!

- [NO] You CANNOT sell with Private Label Rights.
- [NO] You CANNOT sell with Resell Rights.
- [NO] You CANNOT sell with Master Resell Rights.
- [NO] You CANNOT edit or flip to sell in your PLR store!
- [NO] You CANNOT sell the graphics. They are for your use.
- [NO] You CANNOT submit to article directories.
- [NO] You CANNOT sell as Kindle book. (It's against their terms.)
- [NO] You CANNOT sell through auction websites or on Fiverr.
- [NO] You CANNOT sell our PLR in your PLR store.

** Notice how it's stated, "[NO] You CANNOT sell our PLR in your PLR store" … it doesn't get any clearer than that.

# Here's What You MUST Know!

**MOST PLR sellers do NOT want you taking their PLR and selling it as your own PLR!**

*"But why, Arun? I paid a whopping $9.95 for it!!! They owe me!"*

**Silence, you freeloader!**

I'll tell you why they don't want you giving away or selling their PLR. Firstly, that's the PLR vendors job – to sell their own PLR.

Secondly, it's difficult to put together a PLR bundle.

You'll need to do research. Then write the content. Then edit it, proofread it, package it and on and on it goes. All of this takes time, money and effort.

If you just bought and resold their PLR as your own, it would be unfair and they'd be shortchanged. This is why most PLR sellers don't offer PLR reseller rights to their customers.

# "B-b-but I Saw a Resell Rights License!"

Ahhh… yes, my dear freebie seeker. Of course, you did – and I know exactly what you mean.

For example, if you visited Kevin Fahey's 'Healthier Habits Made Simple PLR' sales page, you'd see this in one of the product's modules.

OK! These 'contradictory' rights are the root cause of so much confusion amongst beginners – and we're going to go slow here and look at each license in detail.

- **PLR Rights**

Since Kevin is the creator of this PLR bundle and you're buying it directly from him, he's giving you the 'private label rights'.

*So, what does that mean?*

**It means you'll get the editable source files in this package**. This is a very important point to note.

Editable source files could be Microsoft Word documents, text files, PSDs, video .camproj files and so on.

**The editable source files are there for you to edit the content** (text, videos, etc.) You can make alterations, add your name, delete parts of the content and so on. You have FULL flexibility to make the content yours.

Remember these words – **EDITABLE SOURCE FILES!** They make ALL the difference.

- **Resell Rights**

*Now, if most PLR sellers don't allow you to sell their PLR as your own, why is Kevin offering you resell rights?*

In fact, if you looked at the sales page of most biz-in-a-box styled PLR bundles, you'd invariably see them offering 'resell rights'.

*"What in the hell is going on here, Arun?"*

**Calm down, El Cheapo. I'll tell you.**

They are offering you 'resell rights' to sell the PLR as a 'finished' product to end-consumers. **NOT AS YOUR OWN PLR.**

When you buy a PLR product such as Kevin's, your job is to convert the PLR content into products to sell to end-consumers.

## Here's an example…

Let's assume you buy a PLR eBook on yoga. It will come in WORD.DOC format and/or in .TXT format.

As a PLR buyer, what you need to do is give the book a new title (if you want to), convert it into a PDF (very important), set up a sales page and **sell the yoga book to PEOPLE INTERESTED IN YOGA!**

The yoga niche is your audience. NOT other marketers.

By converting the Microsoft Word document to a PDF, it prevents the buyer from editing it. It's a final product for personal consumption.

You'll not be passing on the PLR rights because there are no editable source files. You'll be complying with the PLR license.

You're NOT selling PLR. You'll be selling solutions/products to people **outside** the PLR niche.

*Get it?* Well done.

- **Master Resell Rights**

Master resell rights allow your customers to sell the product as their own. Of course, they wouldn't have the editable source files.

If we follow the earlier example, it means that if you sold the yoga book to a lady who loves yoga, now she'd be able to sell that yoga book to her friends… ahem… and eliminate you from the equation.

*Honestly, I don't even know why PLR vendors offer these rights. It devalues the products and causes beginners to compete on price.* I used to offer it, but now I know better.

This is why you can find resell/master resell rights products being sold for pennies on the dollar.

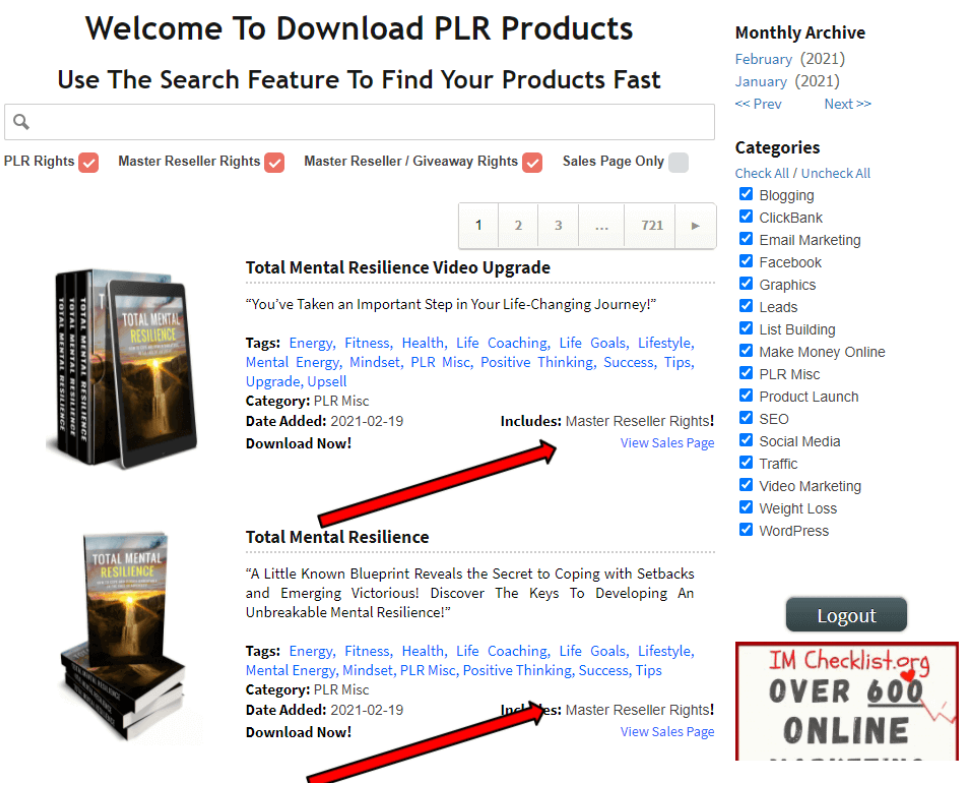
It's a race to the bottom… and also the reason why you should **ALWAYS rebrand your PLR**. (I've included my free rebranding report with this one.)

## *"Er… Arun… What's the point of PLR Membership Sites Then?"*

For someone who got a free report, you sure ask a ton of questions.

But still, my dear mooch… I'll answer you.

Kevin Fahey has a PLR membership site: Download PLR Products. *Very imaginative name.* Inside this site are thousands of products with resell and master resell rights.




Now, if you've been following me so far, you'll know 2 things:

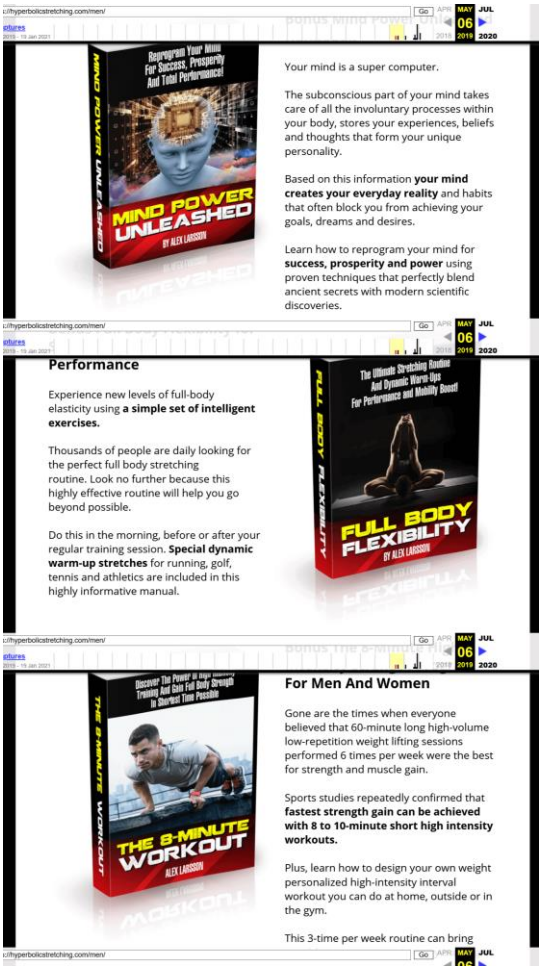
1. **Most of the products in here do NOT have the editable source files.**
2. **You can sell them to end-consumers (not PLR buyers)**

*That's all fine and dandy… but do these PLR products have any purpose?*

The answer is yes… they do. Limited purpose, but they still have some.

## I'll show you a real-world example…

Some time back, I bought Hyperbolic Stretching from ClickBank. The sales page has changed now. I went to the Wayback Machine to get the screenshot below.




The 3 products above are the bonuses to the main product. They were all PLR products. *How do I know?*

Because I bought it and I recognized the products! That's how. *Ahem… I didn't try to get it free.*

If you downloaded 'resell rights' products from Kevin's site or other PLR membership sites, you could add them as bonuses to the products you're selling.

While you won't have the editable source files, it may not matter because these are just bonus products to **create more perceived value** for your bundle.

This is one simple way to use resell rights products. It isn't that great, but that's what you have to deal with when you don't have the editable source files.

## Time for the Real Fun to Begin!

Now that you're aware of what the different PLR rights mean, it's time to discover what Reseller PLR is… and it's waaaaay better than you think!

Read on…

# Discover the Power of Reseller PLR!

PLR Reseller rights (sometimes known as 'unrestricted rights' or 'reseller PLR') are **different** from 'resell rights'.

The key difference here is that **you CAN sell the vendor's PLR as your OWN PLR**. You can sell the editable source files! Isn't that fantastic?!!

***You bet it is, my scrooge friend!***

With PLR reseller rights, you can become a PLR seller in record time. You could have a fully stocked PLR site of your own in days.

- ✓ No research
- ✓ No writing
- ✓ No editing
- ✓ No proofreading
- ✓ No paying freelance writers
- ✓ No need to brainstorm topics

## Here's the problem…

PLR products that come with reseller rights are very rare. So few PLR vendors offer it. *Don't believe me?* **Go ahead and look around**.

Even those who try to offer it, often discover that the costs of creating such PLR is just too much to make the business sustainable. Paying freelancers to write for you can be costly.

But don't panic. *They don't call me His Excellency Arun for nothing.*

I have enough experience, skill and reputation to make this work for both of us. Since, I write all the content, I don't need to pay freelancers a cent. *Modesty, Arun! Please!*

I created an entire Reseller PLR store just for you. This is the BIGGEST reseller PLR store out there. No one else comes close… or even wants to.

You can take every product in here and sell it as your own PLR… and if you do what I tell you to, you'll discover that this is one of the MOST lucrative opportunities in the PLR scene.

The only restriction here is that your customers CANNOT sell or resell it as their own PLR. This will prevent the content from being devalued.

*Don't forget the yoga ladies. Grr…*

Now let's look at 5 ways you can profit with Reseller PLR. The information below is not untested theory. It's real-world experience.

Very few marketers will pull back the curtains and show you this much detail… but I will. Because I want you to get your money's worth and learn as much as possible.

*Oh wait… you didn't pay a cent.*

*You know what?*

Just go on to the next damn chapter… SMH…

# Method #1: Build Your Own PLR Store!

Don't roll your eyes yet. I'm telling you… this works. I even created a detailed training showing you how to create your own PLR store. **ABSOLUTELY FREE!**

Watch Training Here

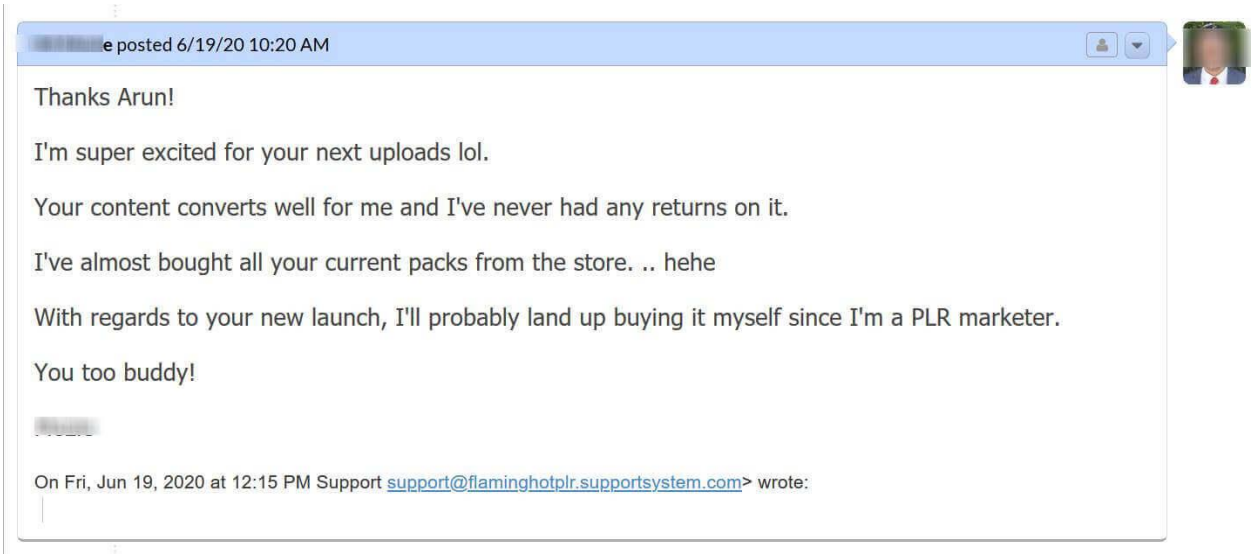
There are marketers like Michelle Farmer, who have followed this training and created their own PLR stores. You can see Michelle's store here. *You have no excuses!*

**You might still be skeptical** and probably thinking…

*"Can it really be that easy? To just take your PLR and sell it as my own???"*

I get it. You're doubtful. I didn't want to brag, but you left me no choice.

I'm going to drop a testimonial below…


e posted 6/19/20 10:20 AM

Thanks Arun!

I'm super excited for your next uploads lol.

Your content converts well for me and I've never had any returns on it.

I've almost bought all your current packs from the store. .. hehe

With regards to your new launch, I'll probably land up buying it myself since I'm a PLR marketer.

You too buddy!

On Fri, Jun 19, 2020 at 12:15 PM Support support@flaminghotplr.supportsystem.com> wrote:

I've blurred out the guy's pic… but just know that he has one of the biggest PLR stores around. And he's getting a lot of his PLR from me.

**He's not the only one**. There are several other PLR sellers who get my packs for their stores and promotions.

I really am the PLR seller's PLR seller.

Use my Reseller PLR packs and build your own PLR Store.

This method alone can make you thousands of dollars, if you follow it – but if that's not good enough for you…

**Check out Method #2**…

# Method #2: Repurpose and Sell!

If you don't know what repurposing PLR is, don't worry. You will after this chapter.

**Once again, we'll look at a real-life example…**

In 2017, I released a bundle of ClickBank reviews with PLR.

This PLR bundle <u>only had personal use rights.</u>

However, another marketer, Val Wilson, approached me and asked if I'd offer PLR reseller rights to him.

At that time, I didn't offer reseller rights to anyone. But I thought to myself…

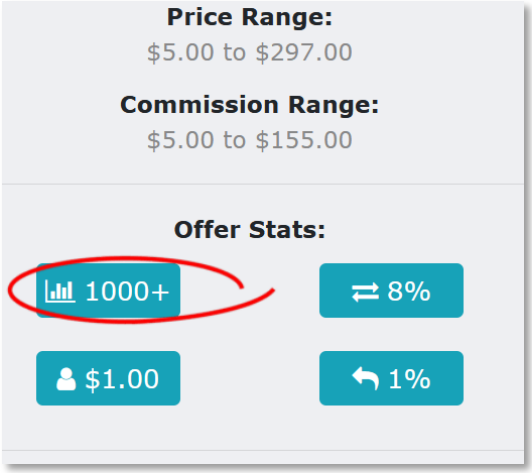
*"Self… people might want videos for the reviews."*

So, I made an exception and decided to let him have the reseller rights. Now, since I had already sold hundreds of copies of my reviews, obviously Val Wilson couldn't do the same thing so soon.

So, what he did was to collaborate with a talented voiceover guy, Steve Chase, and they launched... **Affiliate Video Powerpack**.

The launch sold over 1000 copies and got the 'Deal of the Day' award. It was just 10 videos repurposed from my PLR reviews.

Let's look at the stats below…




**2 things to note here:**

- **Turning my written PLR content to video is known as REPURPOSING.** Any time you transform the content into another format, you're repurposing it.
- PLR with reseller rights can be sold as totally new product and still generate sales. *Do you see the profit potential yet?*

Moving on…

## Let's look at another example…

Every now and then, I give my subscriber 'gift articles' with a DWHYW license. The license stands for 'Do Whatever the Hell You Want'.

In other words, it's similar to reseller PLR. Let's see how Steve Chase is using it…

He took one of my free articles, '**Discover 5 Proven Ways to Monetize Your Blog**' and turned it into a voiceover. Yes, even as an audio, it's still repurposing PLR.

And he's selling it here.

*See… there are opportunities ALL around you, if you'll just get started.*

## "But Arun, I don't have a voice like Steve!"

I know. Don't worry… you can hire him here. He's very affordable and does a good job.

## "But Arun, I don't know how to make videos!!!"

*Goddammit! Is there anything you can do?!!*

Ok ok… *take deep breaths*… don't panic. Shh! I'm talking to myself.

You can easily use **Vidnami** to make videos. This tool is all the rage these days and it's literally point-and-click easy to use. Very popular and effective.

In fact, just recently, Adam Payne, had a Financial Planning PLR launch where one of his modules was 10 DFY (done-for-you) videos.

## PLR Content Module #3

**DFY video bundle (x10) for your Channel**

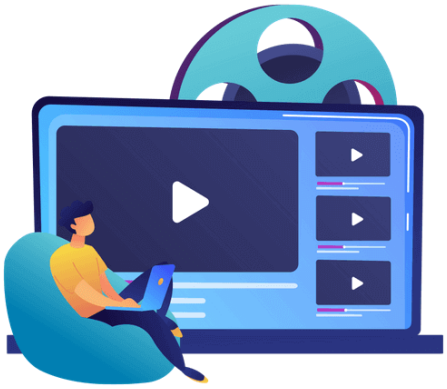
When you think of video PLR you'd expect the actual PLR videos to be top front and center, but I've listed the modules in order of how the creation process works.

Keyword research comes first, *then* videos.

So, after finding the hottest keywords for the niche, I went out and created 10 videos based on the top 10 keywords/topics.

These are 'how-to' info-mercial style videos that are ready to go as is, or to be cut up, edited, modified or used how you like.

You get these videos and are free to use them for your



*Guess what?* These videos were made with **Vidnami**. *See, it can be done!*

Of course, Adam, included several other modules, but you can outsource almost ALL of these tasks on Fiverr – then put them together and launch your own PLR bundle.

I have no idea how many copies Adam sold – but I did send an email to promote his launch. Let's look at my stats…

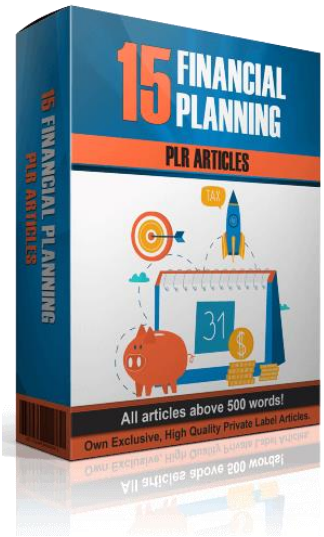
| VENDOR | LINK TITLE | CAMPAIGN - FUNNEL | GROSS REVENUE | EPS | NET COMMISSIONS | REFUNDS |
|---|---|---|---|---|---|---|
| Adam PAYNE | Default | Financial Planning PLR | $947.00 | $15.27 | $473.50 | $0.00 |

**That's about $473.50 over 2 days**. Not bad at all. I'm sure more sales will come in. Your takeaway from this is:

- **Video PLR sells well**
- **You can convert my Reseller PLR articles into videos and sell them**

Now, I'm going to be frank with you.

I offered the cool people on my list a bonus if they bought Adam's PLR through my link. I was giving them 15 Financial Planning PLR articles.




Which brings me to **Method #3**…

# Method #3: BONUSES!

*Listen up, freebie seeker*. I'll be posting screenshots below and you may wonder if I'm bragging.

Just know that I am. Yes… yes, I am!

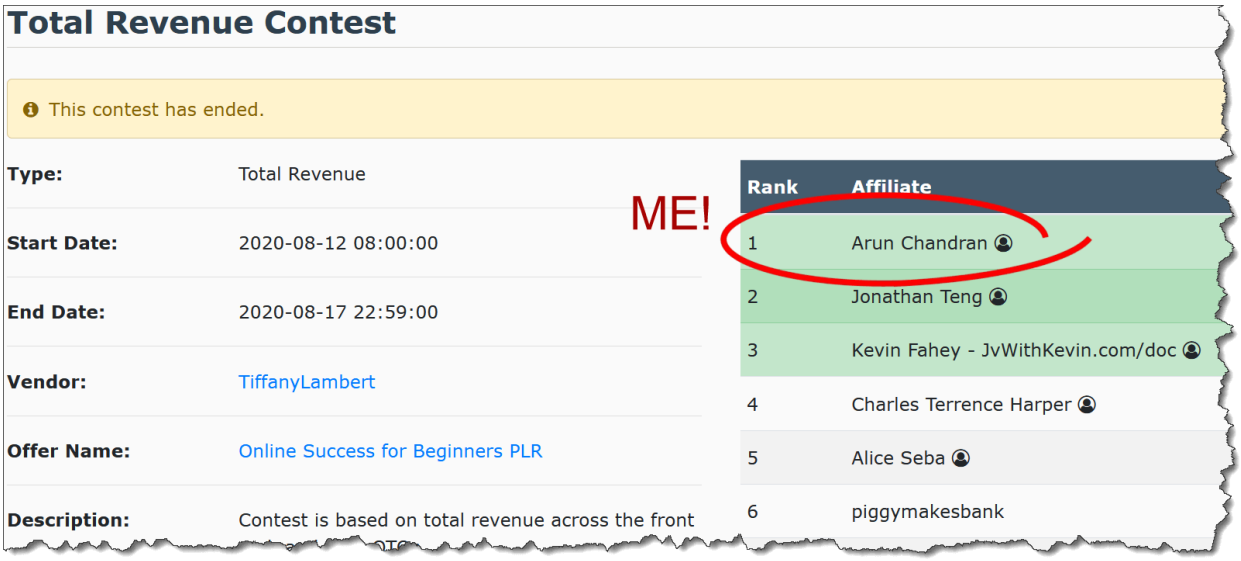
BUT… there are 2 important lessons here:

1. **I can do just about anything in my free reports.**
2. **My Reseller PLR is fantastic for creating bonuses** (for affiliate promos).

***Time to bragggggggggggg!***

1. Some time back, when I was promoting Tiffany Lambert's 'Online Success For Beginners', I offered my list this bundle as a bonus.

This is how I performed in her affiliate contest.



**Total Revenue Contest**

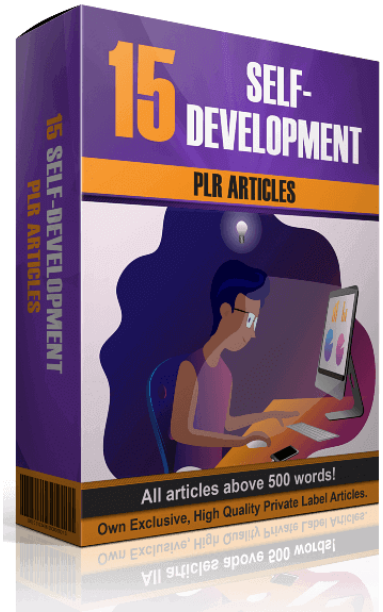
This contest has ended.

| | |
|---|---|
| **Type:** | Total Revenue |
| **Start Date:** | 2020-08-12 08:00:00 |
| **End Date:** | 2020-08-17 22:59:00 |
| **Vendor:** | TiffanyLambert |
| **Offer Name:** | Online Success for Beginners PLR |
| **Description:** | Contest is based on total revenue across the front |

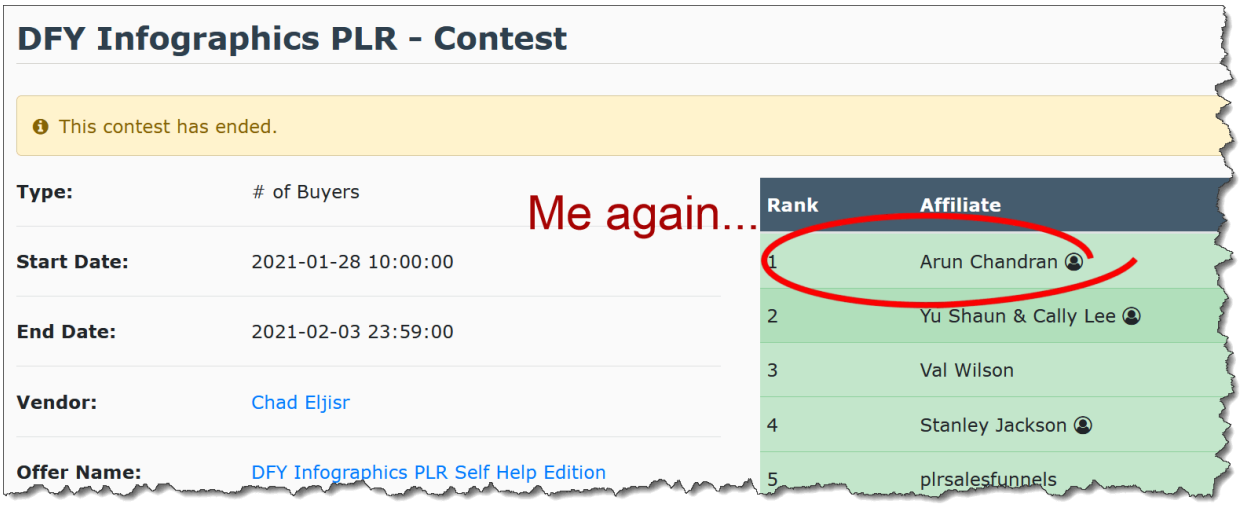
ME!

| Rank | Affiliate |
|---|---|
| 1 | Arun Chandran |
| 2 | Jonathan Teng |
| 3 | Kevin Fahey - JvWithKevin.com/doc |
| 4 | Charles Terrence Harper |
| 5 | Alice Seba |
| 6 | piggymakesbank |

2. When I was promoting Chad Eljisr's '[DFY Infographics]', I offered my list this PLR pack as a bonus.

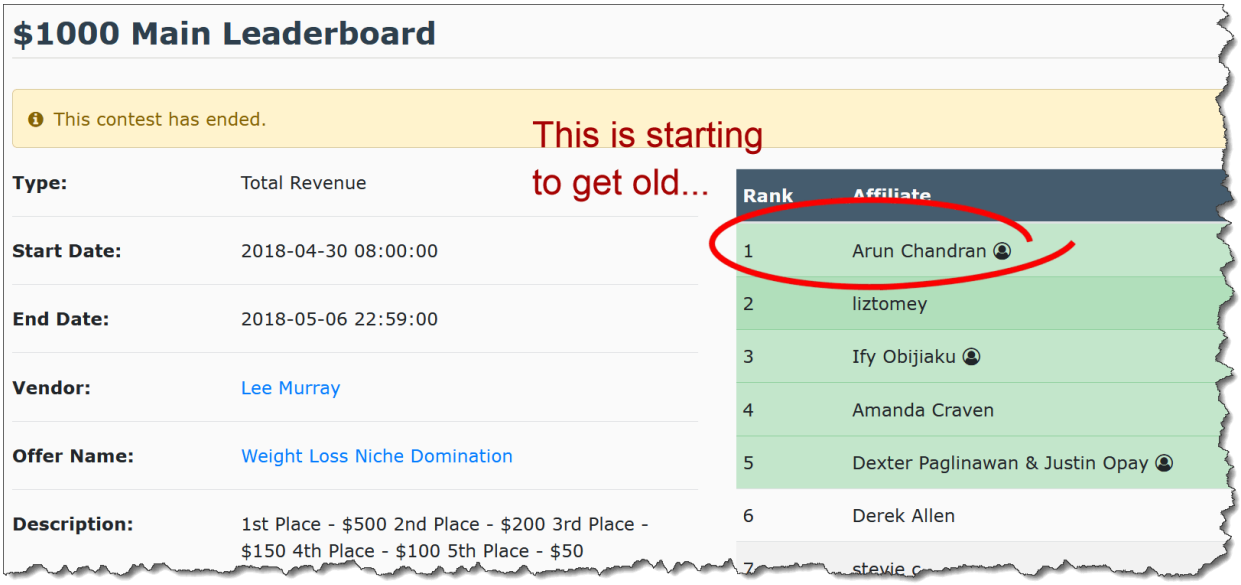


This is how I performed in Chad's affiliate contest.




3. When I was promoting Lee Murray's 'Weight Loss Niche Domination', I offered my list this bundle as a bonus.

This is how I performed in Lee's affiliate contest.



**$1000 Main Leaderboard**

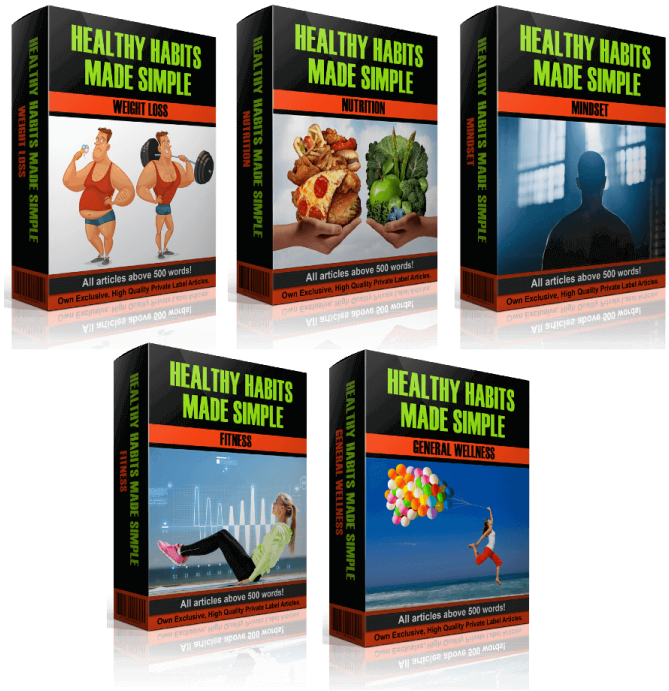
This contest has ended.

This is starting to get old...

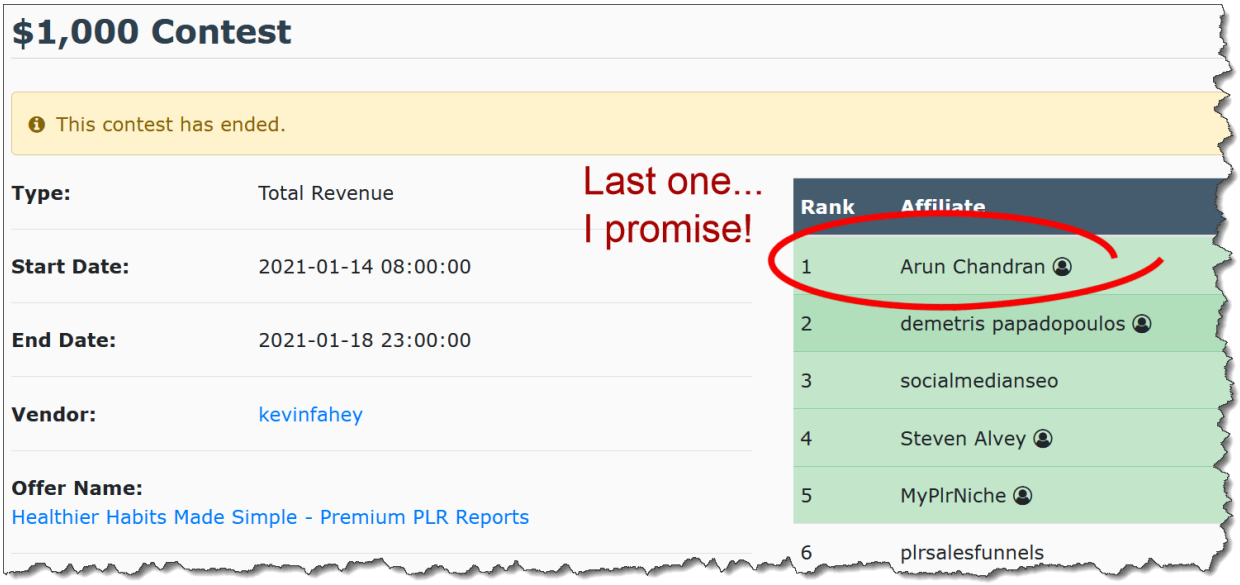
| | |
|---|---|
| **Type:** | Total Revenue |
| **Start Date:** | 2018-04-30 08:00:00 |
| **End Date:** | 2018-05-06 22:59:00 |
| **Vendor:** | Lee Murray |
| **Offer Name:** | Weight Loss Niche Domination |
| **Description:** | 1st Place - $500 2nd Place - $200 3rd Place - $150 4th Place - $100 5th Place - $50 |

| Rank | Affiliate |
|---|---|
| 1 | Arun Chandran |
| 2 | liztomey |
| 3 | Ify Obijiaku |
| 4 | Amanda Craven |
| 5 | Dexter Paglinawan & Justin Opay |
| 6 | Derek Allen |
| 7 | stevie c |

4. When I was promoting Kevin Fahey's '[Healthier Habits Made Simple](#)', I offered my list this bundle as a bonus.



This is how I performed in Kevin's affiliate contest.

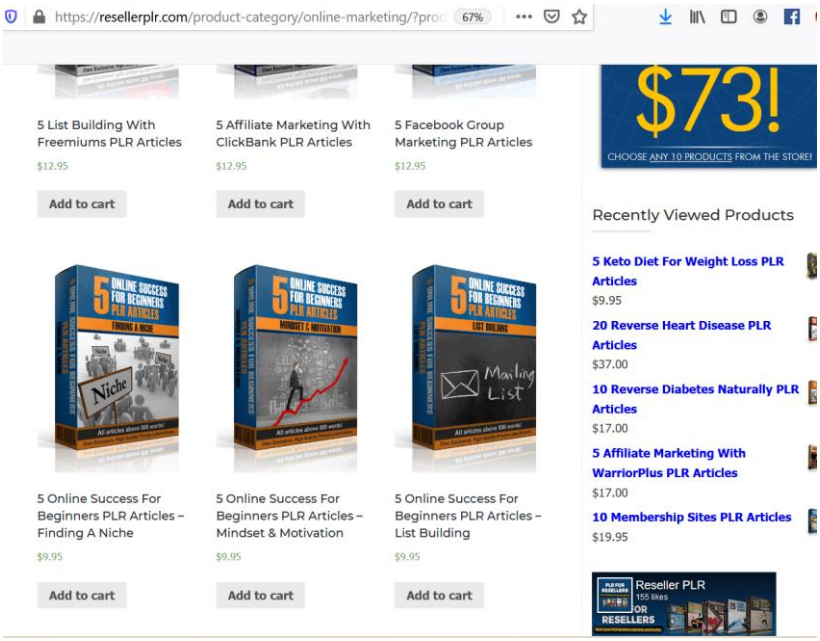



Ahem… It's purely coincidence that I happened to be in 1st place in all 4 contests.

*Pure coincidence I also avoided taking screenshots of other contests where I'm in 2nd place or lower.*

But here's what I want you to see - **I'm selling the EXACT SAME PLR packs** in my Reseller PLR store.

The SAME BONUSES that I used for my successful affiliate promotions are all in my Reseller PLR store… waiting for you to use them.




See.. These are the same packs that helped me to win Tiffany Lambert's launch contest.

I'm not holding anything back here. **This PLR is TESTED and PROVEN!**

I personally know affiliates who purchase a few of my Reseller PLR packs to create a PLR bonus bundle for their list – when promoting launches.

They know what they're doing. *Do you?*

I can't overstate how useful Reseller PLR is.

You have an opportunity to give your subscribers content that is not only informative and well-written, but they have the editable source files to work with.

This is a REAL PLR bonus.

Don't be like one of those clowns who bundles up 82 outdated 'resell rights' PLR products (with no source files) and uses them as a bonus – with a BS imputed 'real-world value of $45,879.28'

Give your list awesome Reseller PLR content and establish credibility with them… which brings us to **Method #4**…

# Method #4: Bribe Them!

Ahem… you should be all too familiar with this method since you're probably on 384 lists because of your freebie seeking shenanigans.

Ok… maybe I exaggerate. ***But guess what?***

You can use Reseller PLR content to build your list.

## Let's look at a real-life example…

My friend, Old Man Fred Ferguson, bought one of my Affiliate Marketing PLR packs and he did 3 things:

1. **He recorded voiceovers for the articles**
2. **He turned the articles into videos using Vidnami** (adding his voiceovers)
3. He repurposed the content into his own product and put it up on a landing page. You can see his page here.

There's even a sample video to show you what's capable with Vidnami.

Fred has a good voice though. *Close your eyes and imagine Jack Nicholson talking and you won't be able to tell the difference. HA!*

*Guess what? Yes… he got many subscribers on his list. Fred… not Jack.*

## Let's look at another real-life example…

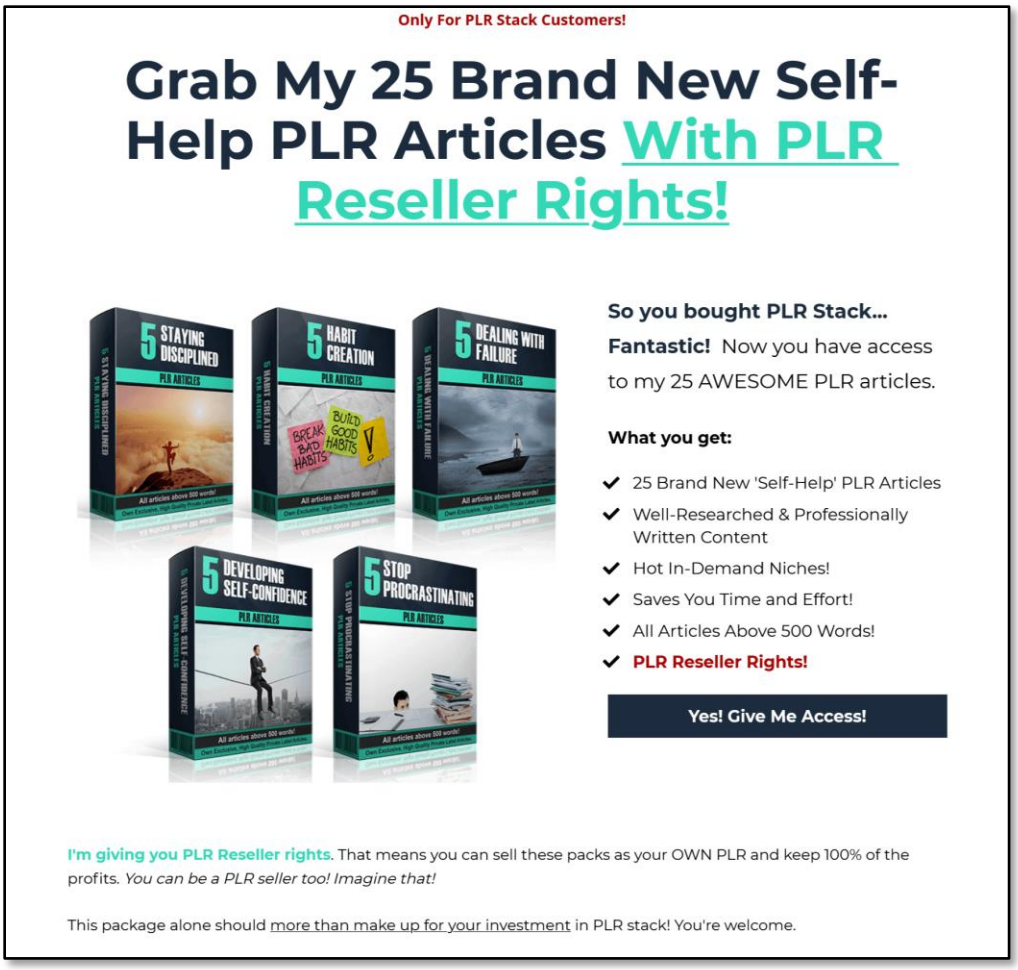
Recently (at time of writing), Chad Eljisr asked me if I would be one of the contributors for his PLR Stack (2021).

So, **I agreed and decided to create 5 BRAND NEW PLR** packs in the self-help niche just for those who bought PLR Stack.

*I decided to offer PLR reseller rights to the buyers, just because I'm cool that way*.

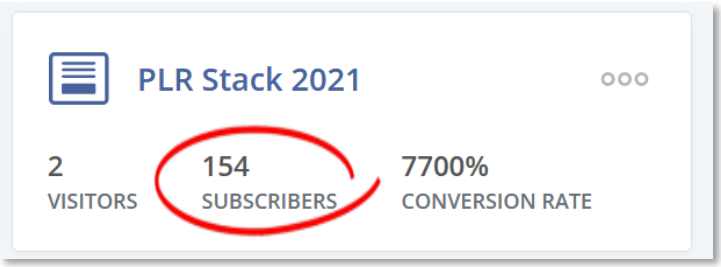
Now, I could have sold these packs on my store for $9.95 each, but I decided to give them away on a landing page that I built with Leadpages.

This is what my landing page looks like…




Since Chad's 'PLR Stack' did very well, buyers signed up to get the 5 PLR packs I was offering.

I just checked my ConvertKit account and it shows that I have 154 new subscribers… and they're all buyers. *Ahem… not freebie seekers.*



In fact, several of you are reading this report because you bought PLR Stack and you ended up here… and ahem… *now you're wrongfully getting abused by me.*

I apologize. But let's focus on what's important…

**You can use my Reseller PLR content to build your very own list**. Do you see the possibilities and how easy it all is?

Just put the PLR packs on a landing page, link the page to an autoresponder and start sending traffic.

If you don't wish to use Leadpages, you can always use the very affordable Socrates Theme.

As for the autoresponder, I'd strongly suggest using ConvertKit. I just started using it, and it's unbelievably good… and priced low enough for most beginners.

### No idea how to drive traffic?

Just set up a Facebook group for PLR.

Invite people over (personally), start networking with other marketers, start a blog on PLR, use Pinterest and so on. Traffic can always be siphoned from popular sites once you find your audience.

## On a side note…

I also promoted PLR Stack to my list. I just told them about my contribution and these are my results so far…

| Product | Hops | Sales | Hop Conv. | $/Hop | $/Sale | Total $ |
|---|---|---|---|---|---|---|
| **TOTALS (13 items)** | **324** | **40** | **12 %** | **$1.66** | **$13.47** | **$538.86** |
| PLR STACK<br>Chad Eljisr | 288 | 40 | 14 % | $1.87 | $13.47 | $538.86 |

***Wondering how I'm doing in the JV contest?***

Here you go…

**PLR STACK Contest**

| | |
|---|---|
| **Type:** | # of Buyers |
| **Start Date:** | 2021-02-16 10:00:00 |
| **End Date:** | 2021-02-25 23:59:00 |
| **Vendor:** | Chad Eljisr |
| **Offer Name:** | PLR STACK |
| **Description:** | Terms & Conditions Of Contest 1. The main contest will start on Tuesday, February 16th At 11:00 AM Eastern Standard (EST) and will end at 11:59 PM, on February 25th, 2021. 2. The contest is based on Front-End Sales only. 3. No minimums required, as long as the sales generated by the affiliate winner is equal to or above the prize value. |

| Rank | Affiliate |
|---|---|
| 1 | publishforprosperity |
| 2 | Arun Chandran |
| 3 | Jonathan Teng / Gilles Athaw |
| 4 | Yu Shaun & Cally Lee |
| 5 | Xuan Wei Lee |
| 6 | piggymakesbank |
| 7 | David Perdew |
| 8 | Gene Pimentel |
| 9 | Lady Rayven Monique |
| 10 | Ken Bluttman |

Ok! Ok! So I'm not in 1st place!

***PFFT! Unbelievable… I'm getting judged by freebie-seeking tightwads.***

But the truth is that you can't win all the time.

**I'm also promoting 2 back-to-back launches**: Adam Payne's first PLR launch and Chad's PLR Stack.

So, my promotional efforts are diversified… I had to support Adam because he's a friend, and some things are more important than money.

*Right. Fantastic, Arun. Brilliant excuse there.* Let's move on… to **Method #5**… (I swear I'm working too hard on this free report).

# Method #5: DFY Sites

If you don't know already, DFY stands for 'Done For You'.

*Since reseller PLR rights allow you to sell or giveaway the PLR as your own,* ***how about packaging the content as a cool website and selling it?***

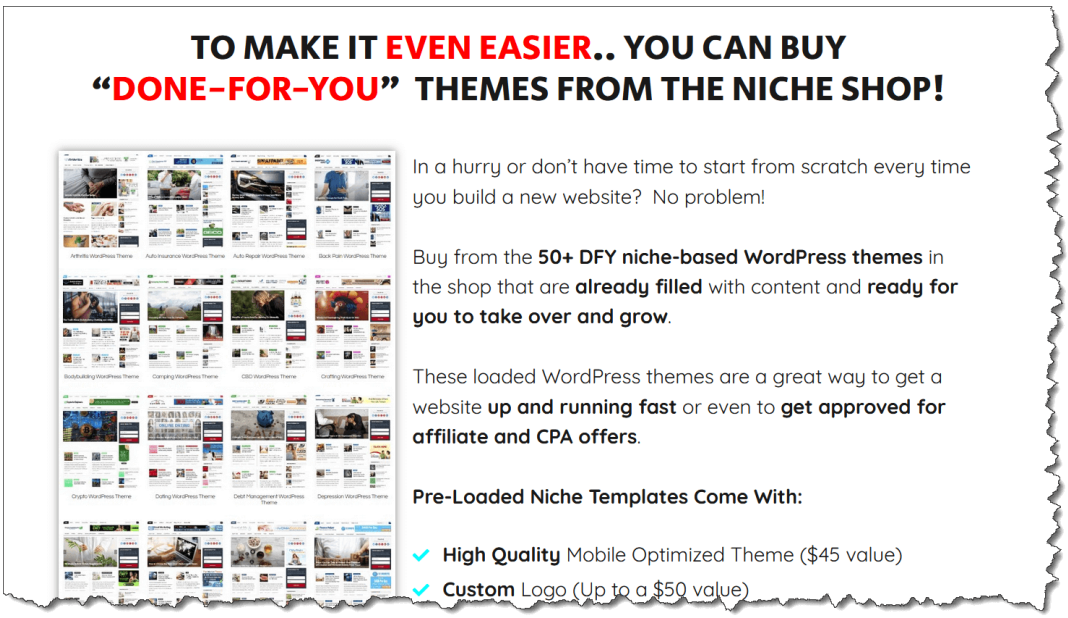
## Let's look at a real-world example…

I came across Chris Derenberger's 'WP Affiliate Suite' and it's basically affiliate marketing training where he's also giving you a customized WordPress theme to use.

I checked the product's sales stats and it's very impressive. **He sold over 2,000+ copies.**

*Here's where it gets interesting…*

There's an option for you to buy DFY WordPress niche sites that have already been loaded with content.



Now, I don't know if Chris is paying writers to create content for him or if he's using PLR. But it doesn't matter.

You can model what he's doing and load your WordPress websites with my Reseller PLR content.

You may then sell these DFY sites individually or bundle them up and sell them for a higher price. How you do it is up to you.

**What matters is that you understand the principle behind it. Since you have the resell and giveaway rights, you can pass on the PLR to others.**

Once again, the only restriction here is that your customers CANNOT sell or resell it as their own PLR. This will prevent the content from being devalued.

Chris is using the Standard theme from Happy Themes. There's a free version. See image below.

| | | |
|---|---|---|
| Most Viewed Posts Thumbnail Widget | ✗ | ✓ |
| Random Posts Thumbnail Widget | ✗ | ✓ |
| "Back To Top" Button on Site Footer | ✗ | ✓ |
| Footer Text / Copyright Editor | ✗ | ✓ |
| Theme Support | ✗ | Lifetime Support |
| Translation Ready | ✓ | ✓ |
| Theme Demo Content | ✗ | ✓ |
| Get This Theme | Download | Buy Now |

You'll need to build out the site on your own domain. Then use the All-In-One WP Migration plugin to export the file so that you can sell it.

You may wish to make a video showing your customers how to install the site… or… you can just point them to a video on YouTube that shows them how to do it.

It's a bit technical… but not rocket science. Experiment with it a little and you'll figure it out in a few days.

## But before you get carried away, let's be real for a minute.

Whether you'll be as successful as Chris, will depend on several factors such as your sales page, sales copy, marketing skills, affiliates and so on.

All these can be learned and mastered over time. For now, just know that this method works and if you apply it, you too can make sales.

Time for the last chapter… and we'll call it a day… *and you can go sign up for other free stuff…*

# When Will You Start?

## Congrats on making it to the end of this report!

Marketers are often told to keep their lead magnets short because so many people have the attention span of a housefly, and won't consume the content if it's too long.

Despite my constant jibes at you throughout this report for being a freeloader, I knew you had what it took to get to the last chapter. I believe in you.

All levity aside, I kept this report free for 1 reason – **to get this information in your hands without any hurdles… ahem… like money.**

While this report is a tool to market my Reseller PLR site, I could do that in other ways with less effort required than writing a 5,500+ word report.

**But I truly want you to get it!** To understand what's possible for you with reseller content.

Now I'm sure there are people reading this book and doubting themselves. They're probably thinking…

- ✓ *But I don't have a list like you*
- ✓ *But I don't know how to build a PLR store*
- ✓ *But I don't have affiliates*
- ✓ *But you've been doing this for years*
- ✓ *But there's so much for me to learn*
- ✓ *But… but… but…*

## So, I'm going to tell you a story…

Back when I was 25 or 26 years old (about 18 or so years ago), I came online to try my hand at internet marketing.

Around that time, Tiffany Lambert from PLR Mini Mart, was just starting out as a PLR seller. *She had only one or two PLR packs in her store*. She didn't know me and I didn't know her.

I also noticed another PLR seller just getting started and pumping out PLR bundles furiously. She was doing very well. Her name was Liz Tomey. She didn't know me either.

Both of them inspired me. So, I decided to give PLR a try and bought a book from Tiffany Lambert to learn how to become a PLR seller.

**It was called PLR ATM.** After reading it, I was highly annoyed at the amount of work required to get this business going.

*What? Doing research? Spending hours writing content?*

**No damn way!** I was too cool for that.

I asked Tiffany for a refund… and she promptly gave it. *GASP! How horrible I was.*

I then decided that this online marketing thing was dull, insipid and not for me. I went into the entertainment line, became a fire artist and did very well there.

**You can see a few of my performance clips here:** Video 1 & Video 2.

Anyway, after years of being on stage, age started catching up with me. I wasn't as fast or as flexible as I used to be. *I was still good… just not as good.*

So, I decided to drag my old ass back online – and started off by offering an article writing service on Fiverr. Of course, I became a Top Rated Seller there and one of my clients told me I should sell PLR.

I closed my Fiverr gig overnight and started working on my first PLR pack and launched it on the Warrior Forum within a week or so. It did relatively well.

By now, **Tiffany Lambert was one of the top PLR sellers online**. She still is actually, and has over 900 PLR products in her store now.

Liz was very successful too and had her own tribe.

*Good ol' me was just a beginner. Like most of you.*

Nobody knew me. No affiliates. No connections. Barely any marketing knowledge.

But I carried on slowly launching one small PLR pack after another. *I wasn't even that consistent… but I didn't stop.*

**I never stopped. A very important point to remember.**

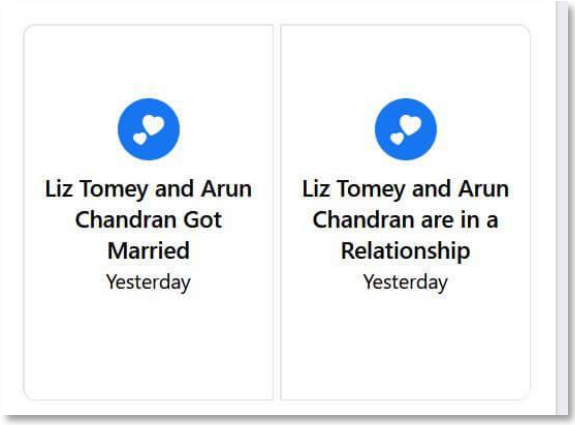
Then I got on Facebook and started networking slowly. I was nice and decent in the beginning.

As I got better and gained experience, I brought all my entertainment know-how into my marketing.

I addressed my list subscribers as group (like a performer would on stage) instead of personalizing my emails with the 'firstname_fix' nonsense. *My emails are still some of the best around.*

My antics on Facebook became crazier and I wove my irreverent stage humor into everything from my sales pages to my emails and my free reports.

By now, **I was very good friends with Tiffany and Liz**… and just 3 days ago, Liz Tomey decided to marry me on Facebook. *I can't even make this up.*




Don't panic. She's planning on divorcing me later. She might be more mentally unsound than me… and that story deserves its own short report. Free, of course.

**But my point is this** – I started off with nothing and today, I'm the most irreverent and entertaining PLR seller around.

One of the most popular and successful too. *Ahem… It's not bragging if you've done it.*

However, I NEVER forgot how difficult it was when I was just starting out.

- I know how draining writing can be.
- I know how you might suffer from information overload.
- I know how the tech stuff is a pain in the ass!
- I know you might want to cover a topic but you're not sure if it will sell.
- I know how it looks like when everyone else is more successful than you.
- And I know how it looks like when you have a looooooong way to go.

*I know… ohhh…. Trust me, I know.*

(I made this meme to sum up every beginner's predicament.)

**But here's the truth** - you can probably do just as well as any PLR seller or even better than most if you applied yourself and believed in your abilities.

**I created the Reseller PLR store for you**. Not so much for me.

I can always do my own PLR launches and promos and make thousands of dollars. In fact, it's easier doing launches than covering multiple topics like I do in Reseller PLR.

The only reason I built ResellerPLR.com was because a couple of PLR sellers approached me asking if I'd write for them. I didn't have time for individual clients. So, I built Reseller PLR.

**Now anyone can be a PLR seller without struggling for hours to write content**. Anyone can put together bonuses in minutes. Anyone can offer quality PLR freebies to build their list.

**Anyone = YOU!**

EVERY SINGLE PLR pack in the reseller store is written by me. So, you get nothing but the best.

**There's a reason I ace so many JV contests**. My attitude may be half-assed, but my work is always awesome. Just like this report.

Buyers like my PLR… and you will do well selling it too.

You just need to get started. It took me a while to get here, but I did it. *And it did NOT take that long.*

**If a bum like me could do it, so can you… and you will.**

*Just like Tiffany Lambert, Liz Tomey, and every other PLR seller who stuck it out.*

The only difference is that you have a head start with my Reseller PLR and will probably see accelerated progress. *You're welcome.*

Use Reseller PLR to lay the foundations of your PLR business and keep growing. I look forward to seeing you doing well and joining us in the PLR seller circle.

Stay cool.

**~ Arun Chandran**

P.S. If you've not downloaded my 4 Free Reseller PLR packs, click here and download them.

# Another Awesome Product by Arun!

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This bundle is not just PLR, but training too! With over a 1,000 copies sold and a 'Deal of the Day' award, you can bet it's awesome.

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