



**Website Creation Workshop  
with Christina Hills**

**"What is Private Label Rights (PLR), and  
How You Can Use it on Your Website and for Your Business"**

Christina: Hello and welcome this is Christina Hills with the Website Creation Workshop and welcome to our special expert call with Alice Seba on "What is Private Label Rights?" And, if you've never heard the term Private Label Rights you are going to be so excited because once you learn about this concept it's going to make your life so much easier. So, before we get into the call today I want to tell you just a little bit about Alice. And, I think I met Alice, I think met you in like 2004 something like that.

Alice: Probably. I would think so. Yup.

Christina: A long time ago with John Reese, that's when I remember I was in a conversation, you, me, and John Reese at some marketing event.

Alice: Probably Big Seminar.

Christina: Probably Big Seminar. Yeah, way back when. Anyway, let me tell you a little bit about Alice. Since 2002, content marketing expert, Alice Seba, has helped writers and publishers create the lifestyle freedom they have dreamed of through the power of words having sold millions of dollars of content, she has a list of over 20 thousand clients and customers who seek her products and services over and over again. Specializing in the power of persuasive writing and relationship marketing, Alice is known for helping her customers create loyal and positive word of mouth for their businesses. Everybody, welcome Alice Seba.



Alice: Well, thank you.

Christina: Alright, and so what we are going to do is just dive right into the questions and let's just start out with what is PLR and let me just remind you PLR stands for Private Label Rights. So, Alice what is PLR?

Alice: Alright, it's a wonderful creation where you can purchase content that is pre-written, it could actually be videos, it could be audio, it could be all formats. I usually focus on written content so that's probably how I will refer to it. But, it could be blog posts, reports, eBooks, all kinds of things, graphics even. And, it's content that you can take and you can edit it however you'd like, you can monetize it, brand it, it is yours to use as if it's you own without having to give credit to the original creator which that makes it private label, right?

Christina: Right, so it's kind of like having a ghost writer.

Alice: It is but it's cheaper because the idea is that you know you hire a ghost writer, you have to pay for their time. In this case PLR content is usually licensed out to multiple people so, it's offered at a lower cost. But, it's faster than a ghost writer too because if you want a ghost writer you have to come to them with a topic, you got they need time to get it ready and it goes through the editing process. This is stuff that's just ready to go when you want to use it.

Christina: Right, right. So, in a way like as you're talking, what's coming to mind is like stock photography.

Alice: Yeah, same idea.

Christina: When I buy stock photography I know that I'm not getting an exclusive rights on that photo that other people are using that photo because if I want exclusive



rights than I have to find a photographer and it all gets very expensive, very quickly.

Alice: Oh yeah. [Laughter] yes.

Christina: But, the difference with private label rights which is PLR is that it's written words so like I could change it a little bit. And, we might get more into that later on but right now I just want to make sure that everybody has a sense that private label rights is being able to like have a ghost writer but your selling like an article, right? Like you might have an article or a set of articles for maybe a business coach, and they could buy your set of articles but that business coach knows that somebody else is buying the same set of articles.

Alice: That's right.

Christina: Yeah. Alright, let's move to the next question. Why do online business owners use PLR?

Alice: A lot of reasons I guess. Because, they don't like writing, [laughter] because they want something fast and ready to run with so they save time, they might you know want to and for me I use it a lot myself, I created a business well my team creates it as a business but I use it myself because I can I focus on like the strategy and the marketing of everything and the content piece is already done that I can just run with it.

Christina: Right, so you as a business owner can focus more on the big picture strategy of your business.

Alice: Oh yeah.

Christina: And then somebody else is writing the content piece.



Alice: That's right. And if you're flying by the seat of your pants like a lot of people are not planning ahead, this is something that you can just pick up and go.  
[Laughter] And use it right when you want to.

Christina: Right, right. So, let's so let's talk because this leads me into like how would somebody use PLR like let's just list off, so I'm imagining you could use it for a blog post article, you could use it for your newsletter, you could use it for an opt in and I know I think we are going to talk more about that later, about list magnets. Where else, what other ideas does one have with PLR?

Alice: I mean anywhere where you are writing something right. So, it could be social media, you know it can be the blog, it could be emails, it could be just anywhere where you are communicating, it could be printed content, stuff you send out you know with your customers, you know print out a little pamphlet if your shipping out products, anywhere.

Christina: Could it be, could it be your website copy? Or do you think more of it not really exactly your website copy more like your articles, your blog posts, your newsletters?

Alice: Well, yeah if you're selling a product and it's actually a sales page probably not unless you purchased you know there is also PLR out there that are sales page templates and things like that. You can find like everything, so it's possible but generally speaking probably not. Or you may have purchased sometimes you can purchase a ready-made package that includes an eBook that you can sell and they will include your sales page there and you can just modify it and personalize it. So, you might be using PLR to create your sales pages as well.

Christina: Got it. So, it could be you can buy a PLR eBook that you can then you then. So, I want to make sure that everybody is clear on this when you get a PLR product



you are putting your own name on it as so you think of it as a ghost writer I think that's the best way to think of it.

Alice: Yup, Yup.

Christina: So, it's like an affordable ghost writer.

Alice: Yes.

Christina: So, let me move on to the next question. Are there any drawbacks with PLR, Private Label Rights?

Alice: I mean if you use it effectively then probably not. But, I can see that there could be if you're just taking things and pasting them up on your site or in your newsletter or whatever it happens to be. And, you're not really having a plan with it. I always look at like instead of you know buying up all kinds of PLR and trying to make sure it all gets published I like to sit back and make a plan and figure out what I need. You know what products and services am I selling or what's on being promoted right now. How can I incorporate that PLR into what I am doing and using the content with the right topics, and meshing that together. Some people worry that you know people are going to see it you know the same content everywhere and you know you I think we are going to talk about it you can make changes to the content and customize it a bit more. But I also think when what I just said when you have that plan, when you mesh it in with everything else you're doing, your customers aren't going to be noticing that. That you know that it's the same thing that everyone else is doing because you're going to be using it a little bit differently. And, even if they do see the same content or the same advice whatever it happens to be in more than one place, that's really not a bad thing. We you know newspapers use the same content as other people.



Christina: Right it serves their audience. Right, right. I mean in a way the Associated Press. Right?

Alice: Yeah.

Christina: News organizations pick up Associated Press articles. So, there is nothing wrong with that. Now I have used PLR and I have bought your PLR products. I actually really like your PLR a lot. And, one of the ways I use it is I'll take like if I bought a pack of articles I'll take the article and I'll consider it a first draft. So, I will wind up rewriting yours not because it was written poorly but because I want to put my own personal flare on it so it comes from my voice.

Alice: Yeah.

Christina: So, that's how I like to use it. I like to use it as a first draft. Because, and we are kind of on the next question you know how do you recommend people use it. So, I'm just going to move to the next slide. For me the first draft is very hard. So, if I can have sometimes I have my virtual assistants write the first draft and sometimes I use PLR. And, then that is the launch pad for me to really make it my own. So, that it wouldn't be the same article as other peoples. That's how I like to use it.

Alice: Right, yeah. And I don't think you mean you use the phrase rewrite and I don't know if you completely rewrite it or not but I don't think you have to. I mean you can use a title that's a little punchier or something that reflects maybe your going to use an example in there or something that's going to reflect what there going to learn about. But, you know adding examples, adding even just the way, like I even have a certain style of writing I write in little short sentences and like people can visually tell my writing and I might edit a little like that and make it more that way or I might add quotes or something else just yeah to personalize it a little. But, I don't think you, you can rewrite it but I don't think you have to.



Christina: No, you don't and so let me just back up and strike that you know everybody forget that I said rewrite. I meant embellish it, make it my own, tweak it.

Alice: Yeah, exactly.

Christina: Tweak it. So, change just a little thing, a few things here and there to make it maybe shuffle stuff around just make it a little bit more custom to me. Or take whatever the topic is of the PLR and then have my own opinion you know.

Alice: Exactly.

Christina: Add it in. So, and I really you know when you think about it people might ask oh well you didn't write it yourself. Like sometimes people might get all high and mighty but when you think about CEOs at large companies like when your business grows. I'm not talking to you Alice. I'm talking to everybody listening when your business grows you're going to hire writers, you're going to hire other people. People at the big top end of their careers or businesses they don't write any of their own speeches. They don't write any of their own articles. Right? So, I think me and my community we are all kind of do it your selfers. And Alice we get stuck in our head like oh I have to be the one to write that. And oh, I have to be the one to and you don't.

Alice: And even if okay and even if you feel that way to you can still use PLR because, you can use it at a pen name or not say who it's by, not take claim ownership to it just because it's on your blog doesn't necessarily mean it's written by you. It doesn't have to you don't have to take ownership of it personally. I think it's important to you know we all get hung up on thinking that I am the one to educate my audience, they know this is all about me there here because of me. But, don't be afraid to introduce them to other ideas and other people, and if it's PLR in that fact in that way something written by someone else it serves your audience and, it takes the pressure of you too.



Christina: Right, right. And, I but like I say there is nothing wrong with you using PLR just like you would hire a ghost writer.

Alice: Yeah, of course. Yeah.

Christina: We read celebrity novels or whatever and we know that they have a ghost writer. But, we know they have been involved in the project.

Alice: Yeah.

Christina: So people are looking to us as experts. Right, you, me, Alice, everybody listening they are looking to us for our expertise. So, if using PLR helps you grow your business and you're vetting it. Then it is your expertise.

Alice: Yes, you're not just throwing it there because you bought it.

Christina: Exactly, exactly. I mean a big part of experts these days are is combing through all the information out there and packaging it to your audience. So, I'm a big fan of PLR. Just a huge fan of PLR. Okay, so I want to move onto our next slide which we sort of talked about it. You know do you need to rewrite PLR? What if people see the content elsewhere? And just if you could just comment in what instances would people see the content elsewhere and what instances might they not?

Alice: I guess it depends. I think most people aren't going to notice that. I mean for me I reuse my own content. I email out, I probably, I might have a different purpose for emailing out the same email. And I might change it a little bit, but essentially, I go back and I grab old stuff because I know my customers have probably forgotten about it, or it's a refresher, or I add something a little extra. Like you're talking about adding extra to PLR and it makes it more valuable to the audience.



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So, they don't notice. And, so I the answer to that is what if they see it, so like so what. [Laughter]

Christina: You know I have

Alice: People aren't going to care. I think maybe if you're an internet marketer for example and your targeting internet marketers and they might get a bit weird about it. But, in those cases people if people don't understand that and if it bothers them, it wouldn't bother me because why would I care. [laughter] I wouldn't care what that person thought.

Christina: Well it's kind of like when somebody when your dentist says to you need to floss more. Right. You have heard that a million times but you're like you're right I got to make a habit of flossing more.

Alice: That's actually a good analogy.

Christina: There's nothing wrong with that and I don't know if I ever told you Alice about this conversation I had with Tom Kloster from Aweber.

Alice: I'm not sure.

Christina: Well he's the head of Aweber and Aweber has been around forever. And they are a company that's very fussy about doing best email practices. And this one of the reasons.

Alice: Fussy is a good word. [Laughter]

Christina: One of the reasons I like them because they really hold on to best practices. Okay. And, some people hate them for that but I really trust them. And, I was talking to him about sending emails out and sending the same email. And, his attitude was like they have forgotten about it, they didn't read it the first time, so



it's not a problem if they see your content again. So, people see the content elsewhere I don't think it's a problem. Now I'm going to throw you a little bit of a curve ball but you probably have an answer for it. What happens with the search engines if you're putting it publically on your blog and duplicate content?

Alice: Right. In the past, where I have actually cared about and really focused on getting search engine traffic I would change a few things. I would change the title; I would target a different key word phrase. So, where I don't you see a lot of PLR where we people claim it's optimized for search engines. But, you used to see that and, I would call total BS on that. Because, you can't all use the same content to target the same key word phrase. However, you can take the same content and make minor changes and target a slightly different key word phrase. Also, I am thinking that PLR is not going to be all that you use. You're going to have a combination of original and PLR content, and it all balances out. Duplicate content as far as I understand if it's still the same was when your making sites that are basically the same but your just changing little bits of things here and there. But, you're not going to find someone else with the exact same site as you when you know maybe you're mixing up your PLR sources, your using original content.

Christina: Right.

Alice: Your changing it, I don't see it as a problem.

Christina: Right, and I am it's possible that the duplicate content issue might have more to do more within your own site like it's a duplicate within your own site.

Alice: Yes.

Christina: I think that be more the issue. Not that it's on another site. But, again your right I could buy an article, someone else could buy an article, you know I might have



tweaked the headline, maybe they have tweaked it a different way, I'm adding pictures into my article they are not, or they are adding different pictures. So, it really does feel like a non-issue.

Alice: I agree. [Laughter]

Christina: And, I know we are going to talk about list magnets but why don't I go to the next question. Do you see full product funnels and marketing materials out there sold as PLR, do you recommend people use those? So, let's describe what a full product funnel is so that if you can describe that so that everybody listening is in the same page.

Alice: Okay, so you said you wanted me to describe, you wanted me to explain it. [Laughter] Okay. Sorry I was.

Christina: And then I'll add my two cents in there.

Alice: Absolutely. Yes, so yeah, I think I kind off mentioned it briefly before to. You can get something that will have an information product or eBook, or it might be videos, then they will give you the sales page, they will give you emails to promote graphics, basically the whole thing that you can you can run with it and make a complete product for sale.

Christina: Okay so now were so were talking about we had up until now we had been talking about PLR for like articles on your website, or articles in your newsletter. But now you're talking about you could buy an actual product with all the marketing materials, sales letters, emails, and everything. So, you don't even have to create your own product. Is that what you're saying here?

Alice: Yes, and everything's everything is all set up and ready for you. Even yeah, the marketing stuff, the marketing pieces. You just have to implement it.



Christina: And, do you recommend people do that?

Alice: I think there is nothing wrong with purchasing those packages and in some cases I imagine if you're going to be doing an advertising campaign or something that you could use it all out of the box and run with it. There's no one size fits all. In general, I don't use those types of things I might purchase it but I would just maybe use the eBook, or the bits and pieces That I wanted to use and I might change the product name or I might incorporate into a product that I already sell. Maybe look at the sales page and see if I can take something out of there. I really think that's an important thing for anybody to run their business is they really need to know, they really have to understand their business and what it needs so that when they get all this stuff whether it's information or ready to go content that your able to figure out like what does my business need. Maybe the product name and the graphics don't really suit my style, I'll switch that up and make it more unique to me. So, when you understand your business you can take these things and incorporate them because there still going to save you a ton of time and money as well; creating something even if you don't use every single little piece.

Christina: So, so you would you would say you recommend if somebody finds a product, a PLR product that has the whole funnel and marketing materials and it lines up with their business; you recommend if it works for them buying it but maybe not using everything exactly out of the box.

Alice: Yeah, I mean use what works, what seems to make sense for you but put your own put your own stuff into it. Or make it incorporate it with your brand if you have certain colors or names, a name might not suit what you do, so change it up,

Christina: Alright, so let's I want to go to my next slide but I actually think I want to go to the slide after that. And Jeff is saying he likes the idea of a first draft, overcoming



writers block and I think that works well. But, I want to get to this slide because this is your business. You create PLR and your business is specifically list magnets. And if you could describe for everybody what a list magnet is and then well we will just talk more specifically about how you know you're not the only one who does PLR. I think your stuff is higher quality than some other things I have seen out there. So, I would love to hear sort of what you're doing with your PLR and everyone can find it at [christinasresources.com/privatelabelrights](http://christinasresources.com/privatelabelrights).

Alice: Alright, yeah well list magnets are basically probably more commonly known as lead magnets right. So, anything that we can use to help grow our list. We do some newsletter actual content for emails as well but we focus more on creating reports or e-courses, really great content that your potential subscribers are going to want to opt in for, and then you have that part taken care of. We often to the opt in page for the inner packages as well. So that's something how we talked about the sales page where you may want to go through it, you may want to personalize it, add your picture and things like that. And maybe make it you know fit in with what you're doing a little bit better. But, the basics are already done. You're just coping, pasting code into Word Press and your able to get your opt in page up and running. Why I think this is important too is because we focus on this a lot of people when they're trying to grow their list, they will come up with one opt in offer and they will put it in the side bar of their site right. And that's there thing that's how they're getting people into their list. They might make one individual opt in page but it's the same one. But if you want to grow your list quickly the easiest way to do it is have these multiple lead magnets. And so that your creating really super targeted offers that you can share when the time is right. So, say like here we have a healthier you e-course. That one is about losing weight and eating better. So, when you have a blog post on that specific topic you can write in there and tell them I got this e-course go there. Instead of leaving it up to people to decide to look at your side bar and maybe see if they



want that to have that. You want so many points of entry to get into your list so that you can get as many people in there as you possibly can.

Christina: You know this is - your opening my eye up Alice because I am so focused on well I have got to have my one opt in offer and use that same one opt in offer. And really your expanding our brains to say okay yeah for sure you need at least one opt in offer but have many different channels that people get into your world right, who get onto your email list. So, have the approach that your business will have multiple list magnets and you know I do it a lot with come to my live webinars because I like to teach live webinars but it is labor intensive. Whereas with PLR list magnets you know you're a coach, or a health coach, or a business coach. Boom! You now have an opt in offer that you can get on your site quickly and start building your list. And then add more like you say you might write an article about what ingredients to avoid at the super market or something.

Alice: Yeah, exactly.

Christina: And at the bottom you could say and if you would like my Ten Day Healthier You e-course go opt in here. And then really you are saving yourself just a ton of time.

Alice: Absolutely, yeah and it just makes it so yeah see it's always at the right time. So, you know if you were talking to your friend, you're writing on this topic, you would you would go ahead and you would recommend something that you had something specific for that. So yeah having as many specific things as possible for people to grab is always going to help you out.

Christina: Right.

Alice: And it's also opportunities for advertising and stuff like that too. You have so many different free things that you can now draw traffic with.



Christina: Right, so you know what I think I want to get I'm just going to get out of PowerPoint and I'm going to go to your link let me just get out of PowerPoint and bring up here, and go to your link so we can take a look at this. So, I can get more specific so like Healthier You e-course, right? So, here is an example and I am a very visual person that's why I like to click and look and...

Alice: Yup.

Christina: If people have questions now is a great time to type your questions in. But here is The Healthier Slimmer You. That's a four-week e-course package. So, meaning you set it up in your email system. It comes with guides, checklists, four worksheets, four sets of cover graphics, emailed templates, and opt in pages. All with the private label rights meaning you have the right to use it however you want. Now I just want to pause there what are the restrictions with private label rights? I don't know if we talked about that.

Alice: Now we haven't and there was a point where I kind of wanted to mention it too. It really depends on the seller. You should always read the terms I believe my terms are at the bottom of the site you can click and read that should anybody want to do that. But, usually it's something that you can put your name on, you can edit it, you can brand it, you can monetize it, you can publish it, wherever you want. Some people might have restrictions on that. Some people might have restrictions on you putting your name on it but always check. The only thing you usually can't do is sell pre-sale rights, or private label rights to anyone else. So, if you're going to make a product out of this, yes you can sell that product but it has to be to the end user the consumer. Right? Not that that person is going to be able to turn around and sell it themselves.

Christina: Right, right and just think of it like when you buy stock photography, right, they don't want you to turn around and create your own stock photography site.





Alice: Exactly.

Christina: It's the same kind of thing, you can use it however you want but you can't turn around and then be like a competitor to you because that's not how it was designed.

Alice: Right.

Christina: They designed this for business owners to help them save time so I'll just use this as an example and I'm just going to stroll through so it looks like you get this fast track guide setting your health and body goals and...

Alice: Yup.

Christina: And then there's this amazing checklist and a planning worksheet so then you also include some cover art which is amazing.

Alice: Yup and the PSD is there if they want to complete it or if they want to edit it.

Christina: Right. For Photoshop...

Alice: Brand it or put their name on it.

Christina: Exactly so here is some more promotional covers. So you know I'm looking at this and getting super excited, thinking wow, as a health coach, we're just using health coach as an example here. A health coach can buy this and just save a ton of time. But you actually have a bunch of different graphics that you include.

Alice: Mhh hhm. In this one, it mostly has a cover, sometimes we do different graphics. We do social media graphics, things with quotes or tips.

Christina: Right.





Alice: Things that you can find and all different kinds of things, it depends on the package.

Christina: And now here is the amazing part which always blows me away, it's \$47. So this is the power of PLR for \$47, you can get all this.

Alice: Mhh hhm.

Christina: Even if you used the checklist with your clients.

Alice: Yup.

Christina: Even if you used one part of it, it's an amazing price you could never ever hire anybody. Here, this is what it would cost you to create.

Alice: Yup and like what you said if you only used the checklist with your clients because even though this is set up like a e-course so it's still four reports. It could be four different opt in things if you wanted. It could be when you're doing consulting with your clients, you're giving them those checklists and worksheets like there is so many different ways that you can use it even if it's set up to be an e-course just like the full product funnels that you talked about; you can take bits and pieces out of it and use it how you like.

Christina: And make it work for you. That's what I like about Private Label Rights. I like it because I can use it however I want and I don't have to worry about the copyrights because that's what I'm paying for is you've given me the copyright to use it. We were chatting earlier about public domain and I just want to make a comment about public domain. Public domain are works in the public domain that you can use for free, the problem with public domain is you don't know is it really public domain.

Alice: Mhh hhm.



Christina: I've heard of somebody, they've got this public domain thing and somebody came after them because they didn't get the right public domain.

Alice: Right.

Christina: Or they didn't the right things. So what Alice does is you have like a team of writers, don't you?

Alice: That's right.

Christina: You guys, you're writing original stuff under your tutelage, right, Alice Seba and her team are writing the content, packaging it up so that I can then go to [christinasresources.com/privatelabelrights](http://christinasresources.com/privatelabelrights), find something like this article for \$47, I can buy it and I don't to worry, is it really original?

Alice: Yes.

Christina: Am I allowed to use it? I think you don't require that we give credit, some other people might.

Alice: No, don't give me credit. You're not supposed to put my name on it. I have had people publish stuff and put my name on it. I'm like I didn't even write it. Don't put my name on it. [Laughter]

Christina: Right, right and so

Alice: You're not borrowing my clouts or whatever it is.

Christina: You know food PLR, health PLR, self-help, so if you are you know a coach self-improvement tips, self-improvements top tens, journal pack, meditation.

Alice: Oh, the journal packs a good one that people love that one.



Christina: Alright let me go back to the journal pack. Oh, this is cool.

Alice: Printable journals and things. And we are doing a bunch of planners now to those are going to come out in October.

Christina: So, I think that you know everybody listening for your clients think how much value you can add for a very low price. Let me just see how much this journal pack is another \$47. And even if you just used one of these, you're getting your monies worth.

Alice: Oh yeah for sure.

Christina: That's what I love about it. So, you have a gratitude journal so let's see there is a gratitude journal, a dream journal, affirmations journal, and goal setting journal. Okay so let's just say you're a business coach and maybe dream journal doesn't work for you. You might buy this just for the goal setting journal. Alright so I want to get everybody listening to think outside of the box and don't feel you have to use all of it.

Alice: And again, this is set up as a lead magnet. But this could be added to a product like say you know your teaching a certain field to your clients but you want to have them use this journal to because the beginning there's information about achieving your goals and there is prompts and things and quotes and stuff. And there nice looking too. People love - people love stuff like this. Right? When you give them printable things? I don't know why people get so excited about them, but they sure do.

Christina: I'm getting excited. I mean here one idea is this gratitude journal this could possibly be your opt in and maybe the other ones are where you deep dive with your clients. You know you might deep dive with your clients in the goal setting journal. And somebody else could buy this and just do it the opposite way.



Alice: Yeah.

Christina: So, there's a lot of different ways. Alright, let me let me read and we got a comment from Jeff he says 'How much of a look at the specific PLR can so you can verify how good the content is versus the marketing materials? How do you know okay Jeff's question is before you buy a PLR how do you know that the content is going to be good?

Alice: Sometimes people put little excerpts but that doesn't still give you a full picture. You know what you could buy small packages or whatever. Start small and then see from there. Some places, most places if you know specially if it's your first purchase some - PLR sellers don't offer refunds and you should look out for that. But that doesn't mean I know excellent PLR providers who don't give refunds because they know people purchase it and they just want their money back and they still want to use it.

Christina: Right.

Alice: But, not saying that's a red flag, what I am saying you might want to look to see if they do. For me generally if we don't give out refunds willy nilly but if it's the first time the person has purchased and then they're not happy then you know were not going to hold you ransom. So, you can move on from there. Also, if you use Christina's link to go to my site in particular, there is an even if you don't see anything today there is a on the side bar of the site you can see that there is a place to register and you'll get notified of upcoming launches and things like that and first buyers usually get things at a lower price as well. So, these are all product you're seeing now that we have had up for a while but you know but when we first put them up there on for a little less.

Christina: Right.



Alice: For a lot less.

Christina: You know I think it's fair not to you know the price is so low

Alice: I think so it's fair.

Christina: It's fair for people not to have any money back, not to give money back.

Alice: Okay.

Christina: For me that's fair, because you know you don't want folks to take your content. But to answer Jeff's questions this is what I would look at. I would look at the effort they put on their sales page like look at what Alice has done.

Alice: Yep, I was thinking that to right.

Christina: So, that's how you check it.

Alice: And if it's well described, if the content is well described like which I think we do. We describe it exactly how it is.

Christina: It's well described and these are high quality graphics. They're not cheesy 1990 graphics you know they're really high-quality graphics like I would be proud to give away planning your book and launch. So, this is for writers or I guess writing coaches to help people launch their books.

Alice: Yes.

Christina: So, to me that is a judge, she has put a lot of effort thinking of, there is all these different versions, you have the editable PSD which is a photo shop file so you know looking at this; Alice didn't just sort of come out of the woods and slap it together she's been putting time and effort into it so that's how I would judge it. Okay, he's got another comment he said you said before that one can modify

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content but you said that you can't sell it to others as PLR, at what point does your edits become your product and not the original creator of the original content. So, let's just clarify for that in terms of what you mean by selling, taking the content, changing it to your own and selling it.

Alice: If I'm understanding the question I think is he's saying if I change it enough can I sell it as PLR and offer resale rights. You would have to redo the whole thing otherwise I wouldn't take that risk so you would be rewriting it completely not using any of the original materials and in that case maybe it's just better to make something yourself.

Christina: Yeah.

Alice: Yeah, yeah it would I don't think it would ever come to that point unless it was just completely done from scratch.

Christina: Well let me sort of put my spin on this and hopefully this will clarify it for Jeff and everybody else. So, let's say I am a book coach and I see Alice's, what's the name of this package, Fast Track Guide to Writing and Launching Your Bestselling Book. Okay so I'm a book coach I go great and I'm assuming this is also \$47 dollars, right?

Alice: Yes, I think.

Christina: So, I decide I'm a book coach, I'm like hey I'm going to spend the 47 bucks, I'm going to buy this, I'm going to take this writing your book, and I'm going to have it be part of my product. So, I'm now selling this, me as a book coach I'm now selling this to my clients. I am not a PLR person, right so I think that's the difference Jeff and I don't think Jeff you're a PLR person.

Alice: Okay, yeah.

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- Christina: Yeah so basically Alice and other PLR people is they don't want to make competitors right. Just like it's a great analogy to think of it as stock photography. You buy stock photography, you use it on your site, you use it your brochures, whatever.
- Alice: Yeah.
- Christina: Photography sites don't want you to buy it and then now your Christina stock photography.com. It's the same concept. So, the whole point Jeff is to for me the writing coach be like great I am going to write this, bundle it together, and put my name on it and now I am selling this fast track guide.
- Alice: Yes, of course yes.
- Christina: So, I think that I think that clarifies Jeff let us know if that question clarifies. Okay another follow up question and if other people have questions do type them in. Ask the question before I saw the price but I have seen others at a much higher price point particularly product funnels, and software. So, I don't know if you can like I love your stuff because I am like for \$47 I'll take the gamble and if I can even use just one part of it I'm golden.
- Alice: Exactly.
- Christina: You know think of the time it takes you right so if you charge more than 47 dollars an hour and if it saves you an hour which it's going to save you more than that. Then it's totally worth it, totally worth it. But let's talk about pricing.
- Alice: Yeah, so I see, I see it from way different ends, there are people who sell it a lot cheaper and there are people who sell it for more. Now you can get who, full product funnels for like 7 to 10 dollars. You'll get the product, the marketing materials, all that stuff but the thing you have to think about on launches like that



is that although we were not worried that everybody is going to have the same content but you know that someone launching it at that price is going for volume, right? So, they may be selling it to thousands of people where I probably am selling it to hundreds. So, it's its going to get out further. If that doesn't matter to you than it doesn't matter. Some people sell it for more. And the ones you're talking about usually have a lot more involved with it. These are reports, they are a bit shorter there are maybe not as quite as many pieces in things as some people might put into the more expensive one. But yeah it varies and I think it varies depending on who are target audience is as well as a PLR seller, right. So, somebody who sells at higher prices might be targeting getting coaches and others who may be spending more money on their content. I tend to be somewhere in between where I am catering to internet marketers, coaches, and people like that. So, I got to kind of balance that out.

Christina: Right, well you know I think \$47 is a really fair price and.

Alice: It still is absolutely.

Christina: It's a very price but if I saw something for \$5 or \$7, you now have more of the rif raf going over there. Right?

Alice: Oh yeah.

Christina: You're buying it, you're buying it for 7 bucks now so many more people are buying it for 7 bucks now you've got more chances that it's going to be recognized. I don't know it's just kind of.

Alice: I like what you said by rif raf though too because you make a good point. So, the people who are going to buy it are going to be lazy and they or they might look for short cuts, and they might do questionably ethical things with the content and it might you know, it could be associated with you probably not like I'm just though





that it's a possibility. I still buy those, I still use them, I usually use bits and pieces, I don't use it out of the box and exactly how it comes because if it's good content I still I'm still see the value.

Christina: Okay Janie had a good comment question to clarify and I think this is an important one we haven't exactly touched upon. She says so we purchase and tweak it can we copyright it? So, if I purchased your thing, I tweak it a bit what she is asking a two-part question can I put my own copyright on it and so what prevents others to use what we publish? I think that's two questions so I'm going to ask the first question. I purchase PLR, I tweak it, I sign it as my name can I put my can I put my copyright on it?

Alice: I am not a lawyer. [Laughter] I technically think you don't really you wouldn't hold the copyright because that you're not given the copyright to it. But, I understand you don't want people going and running and taking your stuff. So, when I use PLR I tend to make a different I don't necessarily say copyright I say this content is for whatever customers only and like not for redistribution something like that. Because we know I mean we can slap the word copyright on anything and some people are going to run with it anyways. But, I try to just make a statement that says you know this is for your own use only, don't redistribute.

Christina: Right, I mean so this second part I hope that helps I mean what I do and I'm not a lawyer but this is what I do I buy it, I tweak it, I put my copyright on it because I have now changed it.

Alice: Yeah.

Christina: But, you as a company are fine with me putting my name on it.

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- Alice: I wouldn't object to, I personally wouldn't object to that. No, but your still not allowed to go and sell the rights to that content legally.
- Christina: Exactly. I don't think anybody on this call is that kind of business. I think you know my community is they're busy, they're healers.
- Alice: They're doing stuff for themselves.
- Christina: Yes, right. They're artists, they're healers, they're coaches, they're foodies, they're business coaches, health and wellness coaches.
- Alice: Right.
- Christina: Busy folks who want help with their business but don't want to spend a lot of money which is you know totally why I had you on here. But to address the second part of her question, what prevents other people from stealing our stuff? Well whether or not you use PLR that's you know that's.
- Alice: It's the same.
- Christina: It's the same, it's like you know you do what you can.
- Alice: If they want it, they still do it.
- Christina: Right, if somebody wants to steal your car they're going to steal your car. Right, so you just do what you can that's really not part of this conversation. So were more like how can we use it as business owners, how does it help us, okay. More questions are rolling in. Jeff says your pricing is very good and reduces mental barriers to buy. You can always find something of value especially at the \$47 price point. So, yeah that's my attitude if I see that there is maybe at least one thing I want the \$47 is totally going to save me time.



Alice: Oh yeah.

Christina: Okay so another gal is asking in Alice's products if I want to tweak the cover graphics with my branding do I have to have Photoshop or can I create my own cover graphics to use with her content. So, that is sort of a two-part question.

Alice: Yeah, now if you I am not a graphics person, I don't know what other programs can open a PSD but a PSD is a layered file that you can edit in Photoshop so that means it makes it easier to edit. However, if you wanted to add your logo and you can to slap it on top of the graphic you can. I just think you'd have troubles with the 3D version of it so that's also why we give you a flat version of it, where you can you can if you're not using Photoshop you can put whatever on there, your name on there and then you can turn it into a 3D graphic if you if you want.

Christina: Yeah, and I see here let me sort of zoom in here. Right, so here is the flat version and.

Alice: Yeah there is a flat version I don't know if she actually has a screen shot of the, there is a flat version in the PNG format as well it's just not showing there

Christina: Oh okay.

Alice: That actually goes on the cover of the actual document.

Christina: So, you can put your own logo on top of this, you can then with other software make your own 3D versions. And there are I believe like Photoshop Elements there are ways to use a Photoshop file without having Photoshop.

Alice: Yes, Photoshop Elements is a less expensive option. I used it for a long time. I do use Photoshop now. I don't know how to use hardly any of its features. [Laughter] but I still use it.



Christina: Yeah, I used it very sparsely. But I think the other part of her question is that maybe she wants to use the publishing your book planning work sheet but she wants her own graphics like you could not use these graphics, you don't have to.

Alice: Oh yeah, nope you don't have to use anything.

Christina: Yeah, yeah so okay Janie says excellent referral Christina thank you for the explanation. Okay, so Joe is asking a question which I think if it's in his mind it's in other people's minds. He is wondering and I can answer this too. Why not just attribute it to Alice? And Joe that's not the point. So, can you just talk sort of address more of you know you see your role as like in a way as a ghost writer. Like you're my ghost writer and I am paying you \$47 to be my ghost writer. So, it's not appropriate, Joe, to even mention Alice.

Alice: Especially because I'm not, I didn't write this in the first place. It was my team. I am not an expert on book publishing. So, to put my name on it wouldn't actually even make sense. But also, that you know where now what was that thought I had some thought. [Laughter] Is that if I was going to publish something and allow say it was my expertise and it was something I wrote and I was going to allow people to use my name and still edit and do that I would probably charge a lot more. I have seen people who do offer that option so they create PLR content and there is different license levels so if you just want it for your personal use you pay a certain amount, if you want PLR you pay the next higher price, and if you want PLR and be able to use that person's name you pay more. I have never done that though but I've seen that out there.

Christina: I mean I like the attitude of Alice and your team. You're my ghost writer. So, I'm going here to get like the first draft and then I'm going to use and these graphics are great and some other PLR doesn't have as good of graphics. So, to me that's also a barometer for how good it is. So, if you are a spiritual coach, Ten-Minute

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Meditation for Focus, and Success. Boom you now how an opt in that you can add to your - does it have the price, oh this one is only 27. So now as a spiritual coach you now have a cool opt in that you can add to your side bar, or your site, or you can make a special page or whatever. This is cool. Alright I'm sort of out of questions, ask questions if anybody else has more questions. I think we have covered almost everything Alice.

Alice: I think so.

Christina: So.

Alice: It's pretty simple and valuable tool.

Christina: Yeah, for sure. Oh, go ahead.

Alice: Sorry. No, I'm just thinking like and I really liked how are discussion of all the revolved around picking and choosing and seeing what you can use and how you can incorporate in your business because I love it if people use it like that. I don't mind if they take it and they just publish it as is and just everything out of the box. But if they can think about how this can be incorporated into their existing business, PLR is a super powerful thing.

Christina: Yeah, and really you really want to think about that you know like I wrote this, I created this own free report, you now I paid my VA to come up with the graphic, you know this took a lot of time. I paid my VA way more than \$47 d to do this.

Alice: Yeah, you did.

Christina: So, that's why and having a list magnet is having something - this is the stumbling block that I see my clients having is they get their site built but they are sort of not sure what to do about you know what is their opt in offer going to be. That is a big stumbling block. So, if Alice for 47, 27 you know whatever Alice

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charges can cut that down to boom in a weekend you now have it up, or a day. It's can you tell how excited I am about this. [Laughter] It can really save you time. So, I really want to encourage people to go to [christinasresources.com/privatelabelrights](http://christinasresources.com/privatelabelrights) I will be emailing this out to everybody either today or tomorrow. If you don't have a chance to go there and see if there is something that will work for you. Let's see Wendy says very cool stuff thank you I can see the possibilities of using at least two of her products. And then another question any other PLR that does Alice see that are of similar quality but may have different contents she might point us to?

Alice: Sure, do you want me to what do.

Christina: Not really sure about that. Jeff why don't you follow up in an email with that because I would go look at the top here, just click around and see what Alice has to offer and you can also get on her PLR list.

Alice: Also, it was Jeff I can't remember was it Jeff that asked there also are free little packs you can get to. And some people do that as well and then that way they can see the quality before you jump right in.

Christina: Right, right.

Alice: We'll try to sell you something to pay for once you sign up for that free one, but you do get a sample. And you can use it. It's totally something you can use it's not just a sample to look at it's something.

Christina: It's something you can use. But again, you can't you can't beat this price. You can't beat the price at all so it's really, it's really great. So anyway, I want to let me just go back to our first. So, come to her site there is a link here check it out see if there is something you can use and that might work for you as paid product for your clients that you can charge your clients as a product, as an opt in, just

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because she calls it a list magnet doesn't mean you it has to be your opt in. It could be something you actually sell, or something you use as a workbook with your one-on-one clients. So anyway, anything else Alice before we wrap this up.

Alice: No, I think that's good. I have enjoyed being here, and loved talking about this. It's a wonderful business to be in, to be able to save people time, get the great content that they can just get out there and grow their business with.

Christina: Yeah, and spend time focusing on the big you know more strategy.

Alice: Exactly.

Christina: Yeah, less on the details of the formatting of the Microsoft Word file. Right, and it helps what this does, Alice, is it helps people really take their business to the next level. Where it's not just I'm doing everything but I'm now sort of out sourcing and bringing in other resources to help in my in our businesses. And grow our businesses larger. Thank you, Alice, for being here.

Alice: Thank you.

Christina: This has been an awesome interview. I learned a lot and I'm sure everybody else did and thank you again. And to everybody else I will see you all next time bye bye everybody.

Alice: Alright, thank you bye.