**How to Make Money From PLR Products**

We have discussed affiliate products in detail and we have discussed digital products; both have considerable advantages for marketers looking to make money online.

To recap, selling an information product gives you complete control over a product with excellent ROI and very low overheads. This is a flexible item that you can sell in a number of ways and it’s something that will be relatively simple to promote and sell.

On the other hand, selling an affiliate product means selling a product someone else made and getting most of the profit. There’s no up-front investment and therefore no risk. At the same time, it’s also going to be much easier to choose something that you *know* will sell. But you lose out in terms of control, branding and flexibility.

But what if there was an option that had all the advantages of *both* these options and none of the advantages of either?

**Introducing: PLR Products**

PLR stands for ‘Private Label Rights’. A PLR product then is a product that gives you the full rights to that item in a private label fashion.

This means that you can sell the product on to other buyers, you can make as many changes as you like and you can even add your own branding to the product. At the same time though, you’ll also be able to sell something ready made and with a proven track record of selling!

You pay a simple one off fee in order to buy not only the product but also the rights. From there, the product becomes yours and you can do whatever you want with it. Better yet, is that often comes with all the marketing material included so you’ll be able to promote it without spending any time or money on creating sales funnels or landing pages.

**The Downsides**

So are there any downsides?

Only couple. One is that the product won’t be unique. This means there’s a chance that a customer might find your content replicated elsewhere which can undermine your brand.

Another downside is that you’ll often pay more for a PLR product than it would have cost to create your own item from scratch. This makes sense as you’re essentially paying for the privilege of *not* having to make anything yourself.

Finally, it’s worth noting that the quality fo these products is highly variable. So make sure that you do your research!