

# REBRAND THAT DAMN PLR!



**3 EASY STEPS TO RISE ABOVE THE  
NOISE IN A CROWDED MARKET**

**ARUN CHANDRAN**

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***Now that all the legal stuff is out of the way...  
Let's get on with it!***

# Introduction

If you're reading this, "**Well done!**"

You got past the mildly offensive title and decided to download the guide anyway. Welcome to my world where being politically correct is a disease. All that matters is radical honesty.

And I'll be honest with you in this guide. All you're going to learn here are 3 steps to rebrand your PLR.

That's it.

*"Really, Arun? That's all? But whyyyy? Your stuff is so good."*

I'll tell you why. Cos it's a free guide! That's why!

But seriously, this is a **one problem – one solution** guide.

If you don't know what that is... let me just copy and paste the text from my [Content Creation Formula](#) guide.

There is a fundamental problem in the online marketing scene that no one really talks about. With all the guides and programs out there, beginner marketers are still more lost than ever before.

The reason for this is that there are so many moving components to this business but no one skill is ever taught in detail. Everything is hastily and briefly skimmed over in most programs and there is a lack of step-by-step instructions or depth in what's being taught.

I've seen and still see people who've bought products on blogging for profit and still have no idea on how to choose a niche. Or they don't have a clue on how to get topics to create content on.

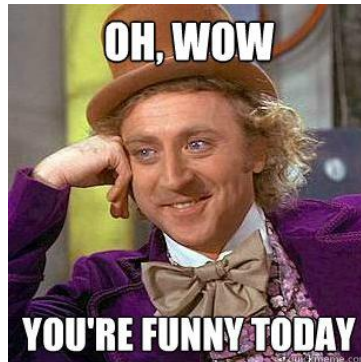
So, I decided to create a series of guides to address specific problems and provide specific solutions... and I've imaginatively titled them as "**1 Problem – 1 Solution Guides**"

I'm a firm believer in mastery. I'm not one of those guys who'll tell you to just reate some crap in 2 hours and put it out there and sell it just to say that you've taken action. **Mastery is everything!** Or at the very least, striving for it is.

By the time you're done with this book, you'll know how to rebrand your PLR and make it so unique that no one will ever know that it was a PLR product. Read on...

# Why Should I Rebrand My PLR?

Good question. Simple answer – because you downloaded this guide.



Ok. All lame jokes aside... the reason you rebrand your PLR is because you want to be unique. Let's see why.

If you go on [JVZoo](#) and look at the sales stats for some of the most popular PLR sellers products, this is what you'll see.



## Tiffany Lambert – [Bug Out Survival PLR](#)

<a href="#">Bug Out Survival PLR Article Bundle</a> 🍷 by: <a href="#">Tiffany Lambert</a> ✉	GET LINKS	06/27/2017	100+
	Sales Funnel		250+



## Darren Ross – [Success Motivated Mindset PLR](#)

<a href="#">[PLR] Success Motivated Mindset - Biz In A Box</a> 🍷 by: <a href="#">Darren Ross</a> ✉	GET LINKS	08/12/2017	100+
	Sales Funnel		250+



## Aurelius Tjin – [Overcome Excuses PLR](#)

<a href="#">Overcome Excuses - Done-For-You PLR Package</a>  by: <a href="#">Aurelius Tjin</a> 	REQUEST	08/08/2017	500+
	Sales Funnel		500+

## Sajan Elanthoor & Justin Opay – [The Lose Your Belly Diet PLR](#)


<a href="#">The Lose Your Belly Diet- Complete Sales Funnel With PLR</a>  by: <a href="#">PLR Sales Funnels</a> 	REQUEST	06/20/2017	250+
	Sales Funnel		250+

## **His Excellency Arun (Me!) – [Compelling ClickBank Lead Magnets](#)**

<a href="#">Compelling ClickBank Lead Magnets</a>  by: <a href="#">Arun Chandran</a> 	GET LINKS	02/23/2017	250+
	Sales Funnel		250+

Yes, I italicized and highlighted my name because I'm an attention seeker. But enough about me. I want you to look at the numbers (on the right) in the pics above.

The numbers at the top refer to the number of front end copies sold. The numbers on the bottom refer to the number of copies sold through the entire funnel. That includes the upsells, downsells, crosssells, sidesells and seashells. Some marketers have sales funnels so deep they could strike oil.

<a href="#">[PLR] Success Motivated Mindset - Biz In A Box</a>  by: <a href="#">Darren Ross</a> 	GET LINKS	08/16/2017	100+
	Sales Funnel		250+

**Front end copies sold ==>**

**Entire funnel sold ==>**

In the example above, Darren sold over 100 copies of the front end. Let's just focus on this fact. There is only 1 reason I'm showing you these numbers.

**It's to tell you that you're NOT the only one who owns a copy of that PLR you just bought.** All the images above will show you over a hundred copies sold for each product.



Aurelius Tjin's [Overcome Excuses](#) bundle sold over 500 copies! That's 500 people who have the exact same pack.

Now... the only way to differentiate yourself from the rest is to rebrand your PLR. **There is NO other way.** You must be a Rick Grimes amidst a sea of walkers (those who use the PLR exactly as is.)



I need to show you how important rebranding really is. Most people who buy PLR fall in love with the graphics and they forget a crucial point, you're NOT supposed to use any of the graphics!!!

*"Wait, what? But I paid for those!!!"*

I know but I don't recall giving you permission to protest. Keep reading.

Let's look at Aurelius' [Overcome Excuses PLR package](#). If you visited the sales page, you'll see that he's giving you an eBook, a cheat sheet, graphics, sales pages and so much more.



The graphic is attractive and professional. I wouldn't blame you for wanting to use it... but you shouldn't.

If you visited Sajan's sales page for [The Lose Your Belly Diet PLR](#) package, you'd see this.



Those are the graphics you'll get... BUT over and above that, Sajan and Justin give you another 9 ecovers!





I'll be the first one to admit that when it comes to graphics in the PLR scene, Sajan and Justin Opay's graphics are some of the best I've seen.

But you still shouldn't use them... You shouldn't use the graphics from ANY PLR bundle that you buy, including mine.

Some of you reading this are probably reaching for an inhaler or the defibrillator right about now. *Relax... there is still hope.*

I'm going to make a strong case about why you shouldn't use the graphics provided... but at the end of the day, it's your choice.

If you bought Aurelius' Overcome Excuses package and set it all up exactly as it is and drove traffic to the sales page, this is what would happen.

There are bound to be some people who'll not buy on the first exposure to your offer. But what if a few of them liked it but closed the page and left... And all they remembered from the sales page was the **Overcome Excuses Resource Cheat Sheet?**

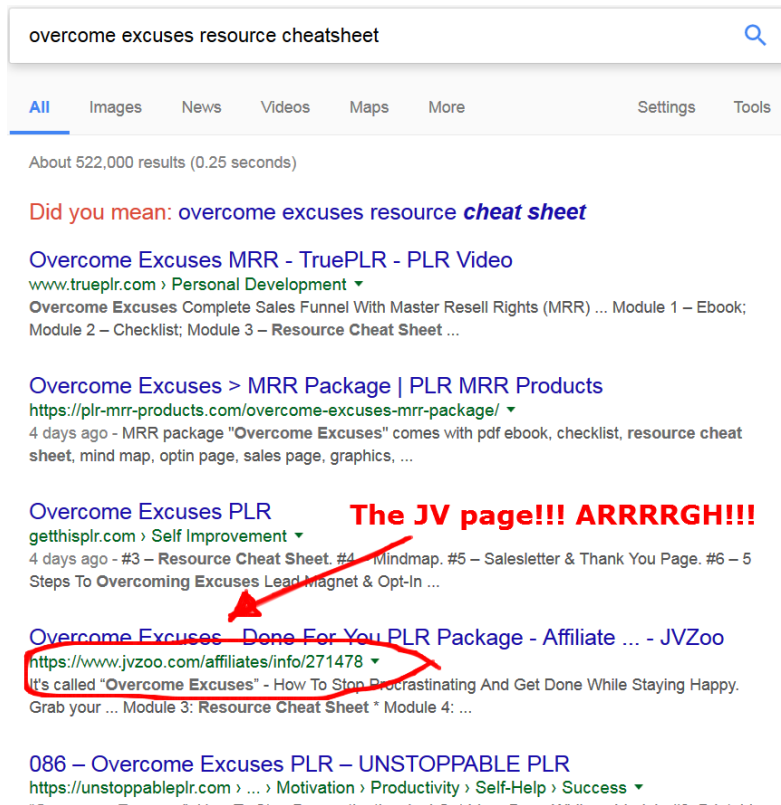


What would they do? They've already closed your sales page and can't remember where it was. I'll tell you what they'd do. They'd Google "**Overcome Excuses Resource Cheat Sheet**"... That's what I'd do.

And look what shows up!

- .
- .
- .
- .

You're not going to believe it.



All the results that show up indicate that the product is a PLR product. **EVEN THE JV PAGE for this launch is showing up!** Now let's assume I bought this product and I'm trying to be an authority in the self-help niche... And my product is 'Overcome Excuses.'

What happens when my visitors discover that it's a PLR product? Even if they didn't have a clue what PLR is, rest assured that with a few clicks they'll find out.



My 'authority' will go down the drain once that happens. It is not pretty.

But here's a truth about life...

**Nothing is so bad that it can't get worse...** and you can take this advice to the bank.

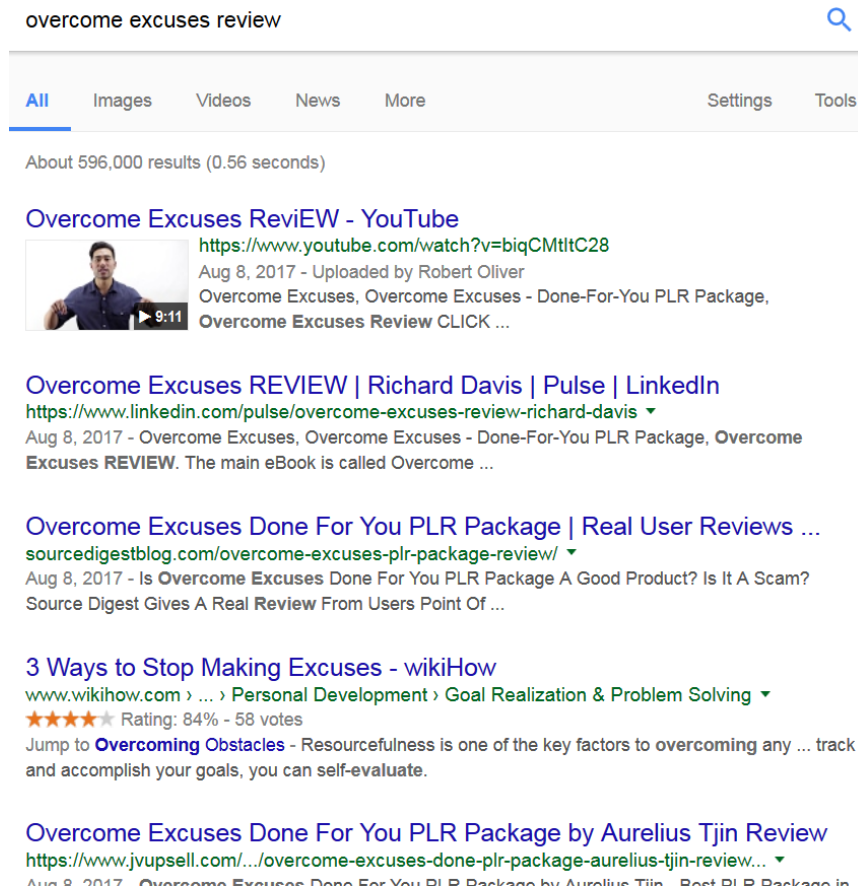
What do you mean, Arun? Ohh... read on... and get the asthma inhaler ready.

Let's assume the visitor didn't Google "Overcome Excuses Resource Cheat Sheet"... You may be thinking, "*Oh Arun, you Indian exaggerator. Nobody is gonna search for that.*"

Fair enough. So... you set up the product and sell Overcome Excuses as is... without any regard for my feelings.

Now let me ask you a question - **Is it possible for a visitor to Google search the term “Overcome Excuses Review” ???**

**Of course it is!** People do that all the time. So, I searched for Overcome Excuses Review...

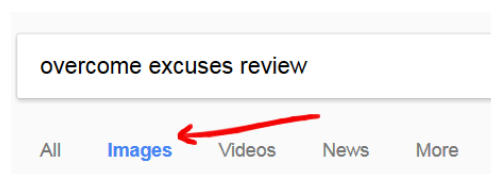


*What in the hell is this?!!!*

**It's you waking up. That's what.**

4 of the 5 top results are pages from affiliates promoting this PLR product.

All authority that I was trying to build goes out the window. To add insult to the injury, if I clicked on the 'Images' tab...



These are the results I'd get...



Aurelius' good looking face is plastered all over the results... Big problem because I'm a dodgy looking Indian guy trying to look like an authority by selling this book. It's just not going to work.

*Even Stevie Wonder can see that I didn't create this product.* The visitor will just think that I'm a hack pretending to sell someone else's product. Which... ahem... isn't too far from the truth.

It will also be interesting to note that when I searched in JVZoo for one of Aurelius' older products 'Email List Secrets', this is what I found.

<a href="#">Email List Secrets - Done-For-You PLR Package</a> by: <a href="#">Aurelius Tjin</a>	REQUEST	04/26/2017	500+
	Sales Funnel		1,000+
<a href="#">Email List Secrets - Gold Pack + Bonuses</a> by: <a href="#">Aurelius Tjin</a>	REQUEST	04/26/2017	100+
	Sales Funnel		1,000+
<a href="#">Email List Secrets - Gold 5 Module Special</a> by: <a href="#">Aurelius Tjin</a>	REQUEST	04/26/2017	25+
	Sales Funnel		1,000+
<a href="#">Email List Secrets - Gold Pack</a> by: <a href="#">Aurelius Tjin</a>	REQUEST	04/26/2017	10+
	Sales Funnel		1,000+
<a href="#">Email List Secrets</a> by: <a href="#">Suthep Sachasiri</a>	REQUEST	04/29/2017	<10
<a href="#">Email List Secrets MRR</a> by: <a href="#">Academy PLR</a>	REQUEST	06/16/2017	<10
<a href="#">Email List Secrets - Marian's SPECIAL</a> by: <a href="#">Marian Krajcovic</a>	REQUEST	04/26/2017	<10
<a href="#">Email List Secrets</a> by: <a href="#">Tammy Jones</a>	REQUEST	04/29/2017	<10

Besides Aurelius, there are 4 other people selling his product and they didn't rebrand it. They have less than 10 sales... and well... it just means one thing.

**You ABSOLUTELY MUST rebrand your PLR product.** I rest my case.

But keep reading...

## PLR vs RR vs MRR

I get asked this question ALL the time. *What is the difference between PLR and RR and MRR?*

**PLR** stands for private label rights. RR for resell rights and MRR stands for master resell rights. PLR gives you the right to edit the product, rebrand it and put your name on it. You'll get the source files such as the PSDs, DOC, TXT, etc.

**Resell rights** products don't usually give you the right to edit them. You can only resell the products as they are.

**Master resell rights (MRR)** products gives you and your customers the right to resell the product.

Here's the biggest problem with resell rights and MRR - they get devalued faster than Usain Bolt with his ass on fire.

I Googled "Overcome Excuses MRR" and found this...

### Overcome Excuses MRR Ebook



Price: ~~\$5.63~~ \$1.97  
Discount: \$3.66 (65%)  
Shipping: Online Download   
License Type: [Master Resell Rights](#)  
SKU: 59454

Quantity: 1

IN STOCK

ADD TO CART

So, there's someone selling this eBook for a whopping \$1.97. *How do you expect to make a respectable profit at this price?*

This is what happens when marketers compete on price. It can only go down. You need to get away from this crowd. The only way to do that is by rebranding your PLR. This is probably the 10<sup>th</sup> time I'm saying it.

***But what about PLR membership sites with thousands of these MRR products?***

Excellent question, even if I asked it.

I'm a lifetime member of Kevin Fahey's [Download PLR Products](#) membership. There are other sites like PLR Assassin, IDPLR, etc.

They're all roughly the same. I'd stick to Kevin's [Download PLR Products](#) because he's a friend and one of the most reliable and trustworthy marketers that I know.


I logged into the site and Overcome Excuses was there. You can even download the video upgrade.

## Welcome To Download PLR Products

Use The Search Feature To Find Your Products Fast

PLR Rights ☒ Master Reseller Rights ☒ Master Reseller / Giveaway Rights ☒ Sales Page Only ☐


1 2 3 ... 524 ▶



### Overcome Excuses Video Upgrade

"Now You Can Get Instant Access To a 10-Part Training Series To Help You Get Ahead Even More ... Download And Start Playing These Videos Tutorials Right From The Comfort Of Your Home!"

**Tags:** [Bad Habit](#), [Habit](#), [PLR Misc](#), [Procrastination](#), [Upgrade](#), [Upsell](#)  
**Category:** PLR Misc  
**Date Added:** 2017-08-13  
**Includes:** Master Reseller Rights!  
**Download Now!** [View Sales Page](#)



### Overcome Excuses

"Finally! Discover How To Overcome Excuses and Beat Procrastination So You Can Finally Get Things Done! Discover The Simple, Step-By-Step Blueprint To Overcoming Excuses!"

**Tags:** [Bad Habit](#), [Habit](#), [PLR Misc](#), [Procrastination](#)  
**Category:** PLR Misc  
**Date Added:** 2017-08-13  
**Includes:** Master Reseller Rights!  
**Download Now!** [View Sales Page](#)

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- ☒ Facebook
- ☒ Graphics
- ☒ Leads
- ☒ List Building
- ☒ Make Money Online
- ☒ PLR Misc
- ☒ Product Launch
- ☒ SEO
- ☒ Social Media
- ☒ Traffic
- ☒ Video Marketing
- ☒ Weight Loss
- ☒ WordPress

[Logout](#)

Now... let me unleash my trademark... **NO BS RADICAL HONESTY!**

In most PLR membership sites, you'll be able to find PLR products for personal use and some may allow rebranding... **BUT popular PLR products by Aurelius, Sajan, Darren, etc. that are found in these PLR membership sites WILL NOT have the editable source files.**

They may have resell and MRR rights but You CANNOT rebrand these products! I don't know if I've mentioned how important rebranding is... other than the 8 pages in the previous chapter.

The Overcome Excuses download in Kevin's membership site will NOT have the source files. *You can only get those from Aurelius.*



The same thing applies to most of the big PLR sellers. It could be Sajan or Darren or me... You can only get the editable source files from the original PLR creator. That's how we make our money.

**I suggest that you ALWAYS get your PLR straight from the seller.** Don't be an El Cheapo and try to get everything at the lowest price or for free... ahem... Other than this cool guide.

*And NO! You can't rebrand this... and don't even think of asking for a refund!*

Now let's look at Step #1...

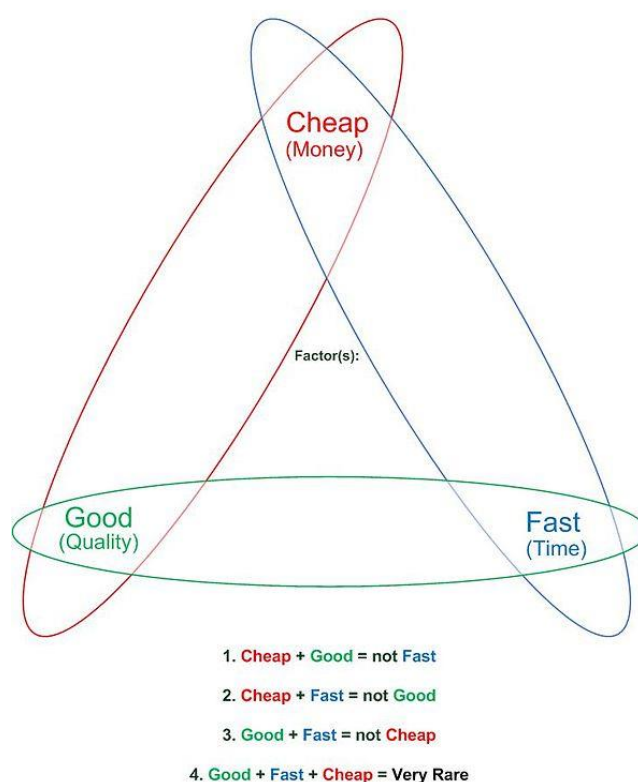
## Step #1 – Buying Your PLR

If you've been in the internet marketing scene for a while, you'd often have heard people say that "*Most PLR is crappy*" – and I'm here to tell you that that is NOT true. As a PLR seller myself, I can emphatically state that there is more good PLR now than ever before.

The problem here is that people want PLR to be cheap and they want it to be good too. If you buy a package of 1 million PLR articles for \$3.95, don't expect it to be good. You always get what you pay for.

Let me show you the Investment Decision Factor model.

### IDF Model Investment Decision Factor



© 2010 S.A. de Ruiter – The Netherlands

If you look at the conditions at the bottom of the graphic, it'll be very clear to you.

**You can't have it cheap and fast and expect it to be good.**

There are many PLR sellers out there and I'm going to mention a few of the best. I know all the people mentioned below and they're my friends on Facebook too. Of course, they're not the only good ones. There are definitely many more out there.

But for Step #1, we'll just look at the sellers below.

**Do note:** I've noticed that there are two types of PLR sellers. There are those who sell 'Biz-in-a-box' PLR... and there are those who sell mostly written content. It's important to know the difference. I'll explain why further down.

We'll look at the 'Biz-in-a-box' sellers first. I actually used to laugh at this term... and even made a meme about it.



However, all jokes aside, you can make money with the 'Biz-in-a-box' PLR packages if you rebrand them and market them well.

## **'Biz-in-a box' PLR Bundles**

### **1. Sajan & Justin**

They call themselves PLR Sales Funnels and they create PLR in the internet marketing and health niches. They release a new PLR bundle every two weeks or so.

- [Internet Marketing PLR](#)
- [Health PLR](#)

### **2. Aurelius Tjin**

Just like Sajan & Justin, Aurelius releases 2 new PLR bundles a month.

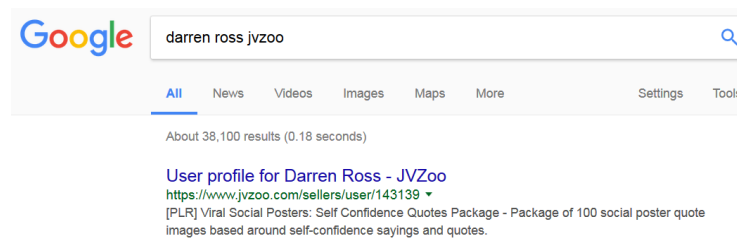
- [Unstoppable PLR](#)

Both Sajan and Aurelius' 'Biz-in-a box' packages are as good as they come as far as this type of PLR goes.

There are other sellers like Darren Ross, Charles Harper and Rick Warid. They're all good too. In fact, I actually used to write for PLR for Rick Warid before and he's one of my favorite PLR sellers around.

However, they don't have PLR stores. So, this is how you find their products.

Type 'Darren Ross JVzoo' or 'Rick Warid JVZoo'...



Click on the User profile link as seen above... and you'll see this.

## Darren Ross's Profile

Get notified of new product launches by Darren Ross: [SUBSCRIBE NOW](#)

### Products from Darren Ross

- [\[PLR\] Success Motivated Mindset - Biz In A Box](#) - This is a fully done-for-you PLR business in a box product covering a mindset transformation system to motivate yourself for achieving goals and ultimately, success. Comes with 14 total modules and the PLR license.
- [\[PLR\] Viral Social Posters: Nutrition Quotes Package](#) - Package of 100 social poster quote images based around nutritional sayings and quotes. Comes with the PLR license.
- [\[PLR\] Viral Social Posters: Self Confidence Quotes Package](#) - Package of 100 social poster quote images based around self-confidence sayings and quotes. Comes with the PLR license.
- [\[PLR\] Viral Social Posters - Motivational Quote Posters](#) - Package of 100 social poster quote images based around motivational sayings and quotes. Comes with the PLR license.
- [\[PLR\] Viral Social Posters - Friendships Package](#) - Package of 100 social poster quote images based around friendship sayings and quotes. Comes with PLR license.
- [\[PLR\] LeadMagnets - 5 Affiliate Marketing Reports](#) - This package is 5 PLR reports with 10 modules each based around affiliate marketing networks and utilizing them.
- [\[PLR\] Child Safety Lockdown - Biz In A Box](#) - This is a fully done-for-you PLR business in a box product covering the aspects of child safety for all ages. Comes with 14 total modules and the PLR license.
- [\[PLR\] Viral Social Posters - Time Management](#) - Package of 100 social poster quote images based around time management sayings and quotes.
- [\[PLR\] Viral Social Posters OTO1 - 5 Packages Bundle](#) - Bundle of 5 social poster PLR

All these are Darren's PLR products and you can click on the links and check them out. The same applies to Rick Warid and any other PLR seller who sells on JVZoo. If they're selling on Warrior Plus, then you can search there.

I'd recommend that you stick with the guys I mentioned above. They have enough variety among them to keep you busy.

Next up, we have the real writers. I call them real writers because most of these PLR sellers actually write their content. The 'Biz-in-a-box' sellers usually outsource the writing and different components and put them all together to form a bundle.

The PLR sellers below know what good writing is. Because of this, I've noticed that the content from the sellers mentioned below are very well-written and more consistent.

## **PLR Content**

1. Tiffany Lambert – [PLR Mini Mart](#)
2. Sue Fleckenstein – [Buy PLR Today](#)
3. JR Lang – [Internet Slayers](#)
4. Jeff & Susan O'Dea – [Master PLR](#)
5. Jennifer Andersen – [Health and Wellness PLR](#)
6. April Lemarr – [Niche Starter Packs](#)
7. Kate Rieger – [PLR Pump](#)

Now, there's no denying that the 'Biz-in-a-box' guys have better sales pages and graphics in their bundles. However, the 5 sellers mentioned above have better written content. Well, that's my opinion anyway.

So, *what do you do?*

### **Simple... you use them both.**

You need the 'infrastructure' that the 'Biz-in-the-box' bundles have. The sales pages, legal pages and all that jazz is important for setting up your sales funnel.

However, since you'll probably be having a blog and sending emails to your list, you'll need content that's good. That's where the PLR content sellers come in.

Tiffany Lambert is excellent. She doesn't touch graphics though. Her strength is in her writing. JR Lang, Kate Rieger and Sue Fleckenstein's written content are really good too. They do have graphics... but that's a non-issue because of the rebranding.

Jennifer's writing is awesome but she only does health related stuff. April Lemarr has a mix of PLR in many different niches.

Now... JR, Sue, Kate and Susie O'Dea do provide sales pages and all. Susie's sales pages are fantastic. You can use these as your sales page templates if you wish... but NO MATTER WHAT, you'll need to rebrand your PLR.

*(Thanks to my subscriber Cameron for the links used above cos I was too lazy to go get them.)*

## The Difference between Rewriting and Rebranding

- **Rewriting**

It's best to rewrite your PLR content if you're using them as blog posts, etc. You can mix up paragraphs from different pieces of content or add in your own introductions and conclusions to the articles, etc.

This will help your content to look more unique in Google's eyes and you'll rank better.

I have covered this extensively in my [PLR Rewriting Formula](#). It's probably the best guide on this topic out there. As you can see, it sold a whole bunch of copies. Don't get excited. You can't rebrand this.

PLR Rewriting Formula 📄 by: <a href="#">Arun Chandran</a> ✉	GET LINKS	03/09/2016	500+
	Sales Funnel		500+

- **Rebranding**

Let me give you a half-assed analogy. Rebranding is like giving your house a new coat of paint. Yes, that's about as good as my analogies get.

When you buy a 'Biz-in-a-damn-box', you'll get the sales pages and other pages to build your funnel. This is what I refer to as the infrastructure. These are the walls and foundation of your funnel.

The graphics that come with these package is the original coat of paint. You are going to give the entire 'house' a new coat of paint and a new name so that no one knows what it used to be.



You're going to  
go from this...



**Before Rebranding**

To this!



**After Rebranding**

## Step #2 – Rebranding Your PLR

If you've been buying PLR for a while, you'd often see the sales copy mention something like, "*Grab This Fantastic Done for You PLR Package – Just Slap Your Name On It and Start Generating Massive Profits!*"

That would be good, wouldn't it? Slapping and making profits.

Sorry to be the bearer of bad news but it really doesn't work that way. At least not if you want to actually make good money.

This is just effective sales copy to get you to buy the PLR. Rebranding your PLR does take a little effort. Not too much... but it's definitely not as easy as slapping your name around.

Now, it can be intimidating when you think of rebranding an entire package. It just seems like a Herculean task making the product seem unique.

Don't panic. *Arun is here to help you... (Me)*

**We only need to do 2 things to rebrand a PLR package. ONLY 2 things!** That's it. So, you can put the inhaler back down.


**Thing #1 – Rebrand the images**

**Thing #2 – Rebrand the ebook**

That's IT! Really!!!

For this example, I'm going to use Aurelius Tjin's '*High Ticket Authority*.' I actually bought this from him. So, I have all the editable source files.

**High Ticket Authority - Done-For-You PLR Package**  
Purchased 04/11/2016 1:05 PM  
By: Aurelius Tjin

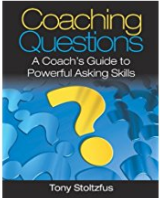
VIEW DETAILS 

**The first thing you need to do is give this product a new name!** This is like those TV shows where people go into witness protection so that the mafia can't find them. The first thing they get is a new name. Same thing.

I was lazy to get creative. So, I typed 'Coaching books' in [Amazon](#).

These are just some of the results that showed up.

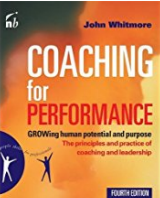
Other Formats: [Audible Audio Edition](#), MP3 CD



**Coaching Questions: A Coach's Guide to Powerful Asking Skills** Apr 24, 2008  
by Tony Stoltzfus

Paperback  
\$14<sup>24</sup> ✓prime  
Get it by **Friday, Aug 25**  
FREE Shipping on eligible orders  
More Buying Choices  
\$6.02 (49 used & new offers)

★★★★★ ▾ 281



**Coaching for Performance: Growing Human Potential and Purpose - The Principles and Practice of Coaching and Leadership, 4th Edition** Oct 10, 2009  
by John Whitmore

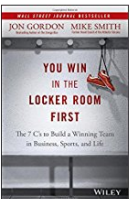
Paperback  
\$13<sup>90</sup> \$24.95 ✓prime  
Get it by **Friday, Aug 25**  
FREE Shipping on eligible orders  
More Buying Choices  
\$1.15 (127 used & new offers)

★★★★★ ▾ 87

Product Description  
... Co-Active Coaching

Kindle Edition  
\$10<sup>71</sup>

Other Formats: [Audible Audio Edition](#)

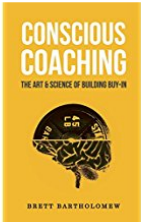


**You Win in the Locker Room First: The 7 C's to Build a Winning Team in Business, Sports, and Life** 2015  
by Jon Gordon and Mike Smith

Hardcover  
\$14<sup>94</sup> \$23.00 ✓prime  
Get it by **Friday, Aug 25**  
FREE Shipping on eligible orders  
More Buying Choices  
\$9.25 (93 used & new offers)

★★★★★ ▾ 284

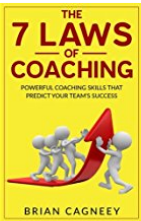
Kindle Edition  
\$10<sup>99</sup>



**Conscious Coaching: The Art and Science of Building Buy-In** Mar 8, 2017  
by Brett Bartholomew

Paperback  
\$22<sup>46</sup> \$24.95 ✓prime  
Get it by **Friday, Aug 25**  
FREE Shipping on eligible orders  
More Buying Choices  
\$13.99 (15 used & new offers)

★1

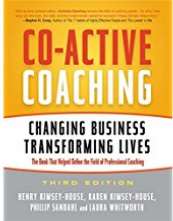


**Coaching: The 7 Laws Of Coaching: Powerful Coaching Skills That Will Predict Your Success** 16, 2016  
by Brian Cagney

Paperback  
\$10<sup>38</sup> ✓prime  
Get it by **Friday, Aug 25**  
FREE Shipping on eligible orders  
More Buying Choices  
\$10.06 (18 used & new offers)

★1

Audible Audio Edition  
\$0.00  
Free with Audible trial



**Co-Active Coaching: Changing Business, Transforming Lives** Sep 16, 2011  
by Henry Kimsey-House and Karen Kimsey-House

Paperback  
\$21<sup>48</sup> \$39.95 ✓prime  
Get it by **Friday, Aug 25**  
FREE Shipping on eligible orders  
More Buying Choices  
\$17.48 (94 used & new offers)

★★★★★ ▾ 1

Trac  
Pro  
... bi

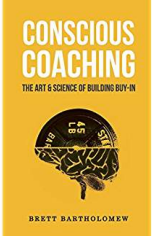
Kindle Edition  
\$18<sup>36</sup>

Other Formats: [Audible Audio Edition](#), Audio CD

One particular cover caught my eye...

## Book #1

---



**Conscious Coaching: The Art and Science of Building Buy-In** Mar 8, 201  
by Brett Bartholomew

Paperback  
\$22.46 ~~\$24.95~~ ✓prime  
Get it by **Thursday, Aug 24**  
FREE Shipping on eligible orders  
More Buying Choices  
\$13.99 (15 used & new offers)

★★★★★

I liked the words, “The Art and Science of...”

I then happened to stumble on another book.

## Book #2

---



**The Coaching Secret - The Ugly Truth** Nov 29, 2015  
by M A. Grant

Paperback  
\$6.99 ✓prime  
Get it by **Friday, Aug 25**  
FREE Shipping on eligible orders  
More Buying Choices  
\$6.55 (12 used & new offers)

Audible Audio Edition  
\$0.00  
Free with Audible trial

So, based on these 2 books, this is what I came up with

**Title:** High Ticket Coaching Secrets

**Subtitle:** The Art and Science of Attracting Better Clients with High Ticket Products and Services

I took the word ‘secrets’ from book #2 and the words ‘The Art and Science’ from book #1.

*So, where do we stand now?*

Well... **We have a BRAND NEW title for our book.** Nobody is going to find affiliate sites when they do a Google search for this book. They’re not going to get a JV page and Aurelius’ face is not going to pop up no matter how handsome he is.

Now, before proceeding any further, I need you to do one thing. I've uploaded the sales page and opt in page for High Ticket Authority exactly as it is. I've not changed a thing.

**\*\*** I want you to click on the links below and see these pages. Don't worry about uploading them. We'll get to that later. For now, I just need you to see the pages. So do it!

- High Ticket Authority Opt In Page – [Click Here](#)
- Opt In Thank You Page – [Click Here](#)
  
- High Ticket Authority Sales Page – [Click Here](#)
- High Ticket Authority Thank You Page - [Click Here](#)

I didn't add my opt in form, name, etc. in these pages because it's not necessary. I just want you to see what the pages look like so that we can compare them later.

*Moving on...*

In order to transform the entire appearance of the product, we need new graphics... and these have to look totally different. I know that the PLR packages come with PSD files and all that for you to edit the words and add your name.

*Do not use these. Do not SLAP your name on the same graphic and think it's rebranding. It's NOT. Even changing the title but using the same graphic is NOT enough.*

### **New graphics from scratch! Period.**

There are 2 ways that you can get new graphics. Either you create them yourself OR you hire someone to do it for you. If you are a pro at graphic design and you know that you're good, go ahead and create them yourself.

If you're a beginner at graphic design, I strongly recommend hiring someone to do it for you. This especially applies to those of you who think you're good after 2 weeks of fiddling around with Pixlr or Canva. Just pay someone to do it for you.

*“But, Arun! I just paid for the PLR package that was all done for me. Now you're asking me to pay again for graphics?!! Maybe it's not my name that needs slapping!”*

Let's be clear here. You're trying to build an online business right? Yes? Well, every business has costs. This is your cost... And you only need to pay it once. So, fork out the money and keep moving forward.

### ***Whom should I hire?***

I'll give you 2 options... **and strongly suggest that you go with Option #1.**

#### **Option #1 – Tawanda**

About a year or so back, a lady on my list emailed me and related how she had spent a few thousand on an online guru and hadn't made a cent in return. She was upset and making money online seemed impossible. She was from Namibia and it's tough over there.

Being the super cool guy that I am, I gave her my Fiverr account that was actually making money. I told her to keep it going and she added more gigs and all and made a few hundred every week or so.

I then pointed her to graphics design courses and a few other things to hone her skills... because your skills are EVERYTHING. Slowly and surely she worked at it... and one day she added me on Facebook.

**And I realized that she was a he!**



And here I thought I was an Indian knight helping a damsel in distress... Just my luck.

Anyway, Tawanda turned out to be one of the best connections I made. He is talented and very easy to work with.

His work is always good and I used him to create ALL the graphics for my [Compelling ClickBank Lead Magnets](#).

You can contact Tawanda at: [Tawsome Designs](#)

Or email him at: [Design@tawsomedesigns.com](mailto:Design@tawsomedesigns.com)



These are just some of the images he did for me.



Now that we've established that Tawanda rocks, you can always hire him. Just remember to mention my name when ordering and he'll charge you double. HAHHAHA! I'm kidding. He'll give you a discount. He knows exactly what to do cos I trained his ass for this.

## Option #2 – Freelance sites

There are many freelance sites like [Fiverr](#) and [Upwork](#). The graphic design gigs on Fiverr are actually pretty good. *Do note that Fiverr has a \$1 processing fee now...* So, it's actually sixerr in disguise.

I've noticed that the prices for gigs on Fiverr has been steadily rising over the years. Sellers are offering less for \$5 and want you to pay more for extras like the PSD files and flat designs, etc.

I went to Fiverr and searched for 'ecovers'... this was one of the many gigs that showed up.



I'm not going to give you links to specific gigs. These sellers come and go. You can look around and decide which is best for you.

Do spend time looking at their portfolio, the customer reviews, their turnaround time, the extras they're offering, etc.

Let's look at the different packages for this gig.

	\$5 Basic	\$10 Standard	\$25 Premium
Description	2D & 3D ebook cover  You will get both 2D and 3D ebook cover! You can provide your own 2D if you want it in 3D!	2D&3D + Source File  You will get 2D and 3D image, including the editable .PSD file, for future edits!	Pro Marketer  You will get different 3D models like Spiral, CD, DVD, Magazine, iPad and 3D Product Box!
3D Image	✓	✓	✓
Print-Ready	✓	✓	✓
Source File	–	✓	–
Revisions	Unlimited	Unlimited	Unlimited
Delivery time	1 day	1 day	1 day

There are 3 packages – **Basic, Standard and Premium.**





You'll probably need to go with the premium and it will cost more than \$25 because there are other images in the PLR package that are used in the sales pages and opt in pages. These need rebranding too. You need to negotiate a price with the Fiverr seller.

**That's why I recommend Tawanda.** He's just easier to deal with and he knows what you're looking for. He'll take care of all the graphics you need for one fixed price and provide the PSD files too without charging you for 47 extras like the Fiverr guys do.













Once again, let me assure you that paying for the graphics is the BEST thing that you can do to rebrand your PLR. Nothing else comes close.

***Back to rebranding...***

I unzipped Aurelius' package... I mean the High Ticket Authority download and this is what I saw.

 Folder Organization When Reselling	18-Aug-17 8:03 AM	File folder
 Private Label Rights	18-Aug-17 8:03 AM	File folder
 PLR-license.pdf	05-Apr-16 1:13 PM	Adobe Acrobat Doc...
 Readme First.txt	12-Dec-15 11:06 AM	Text Document

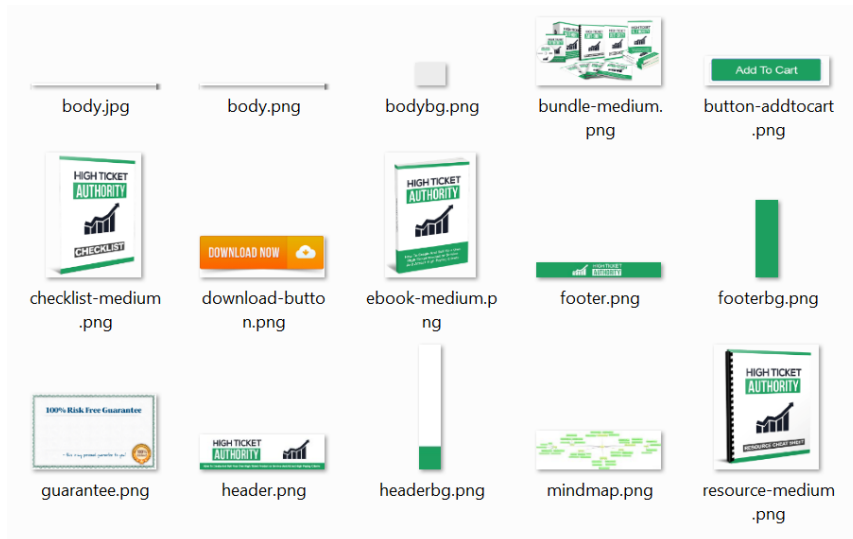
Open up the 'Private Label Rights' folder and you'll see this...

Name	Date modified	Type
 1 - Ebook	18-Aug-17 8:12 AM	File folder
 2 - Checklist	18-Aug-17 8:03 AM	File folder
 3 - Resource Cheat Sheet	18-Aug-17 8:03 AM	File folder
 4 - Mindmap	18-Aug-17 8:03 AM	File folder
 5 - Sales Page	18-Aug-17 8:03 AM	File folder
 6 - Optin Page	18-Aug-17 8:03 AM	File folder
 7 - Graphics	18-Aug-17 8:03 AM	File folder
 8 - Articles	18-Aug-17 8:03 AM	File folder
 9 - Email Swipes	18-Aug-17 8:03 AM	File folder
 10 - Social Media Images	18-Aug-17 8:03 AM	File folder
 License Pack	18-Aug-17 8:03 AM	File folder
 Unannounced Bonus	18-Aug-17 8:03 AM	File folder

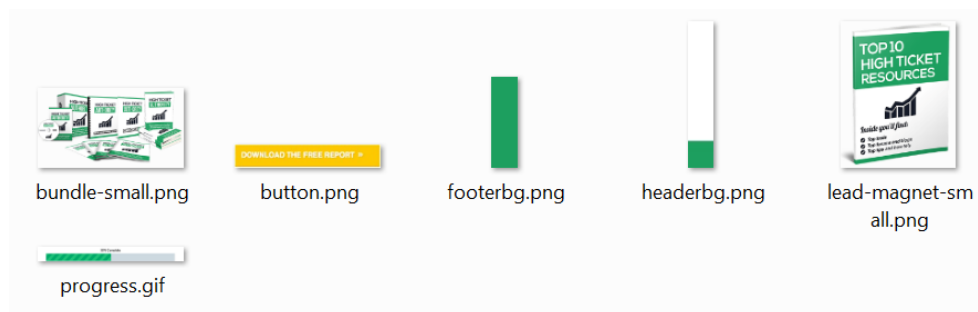
Open the 'Sales Page' folder...

 images	18-Aug-17 8:03 AM	File folder
 index.html	30-Mar-16 1:39 PM	HTML File
 thankyou-page.html	19-Mar-16 8:29 AM	HTML File

Open the 'Images' folder...



The images above are used on the sales page. If I went to the 'Optin Page' folder, I'd see this.



**Now here's the MOST IMPORTANT thing you need to know.** As long as you change all these graphics, the ENTIRE appearance of the sales page and opt in page will change.

There are 2 simple rules here to keep things as simple and painless as possible.

1. All the new graphics **must have the EXACT same image dimensions** as the graphics above.
2. All the new graphics files **must have the EXACT same file name** as the corresponding images.

**The reason we keep the image dimensions the same** is so that the sales page doesn't get distorted with images that are the wrong size. I understand how so many

people struggle with the tech issues and HTML nonsense that makes life a living hell.




**The reason the file names have to be the same** is so that the HTML code of the sales page does not need to be edited as far as the images go. The code will still call up the new images because their file names are the same.

*So this is where we stand...*

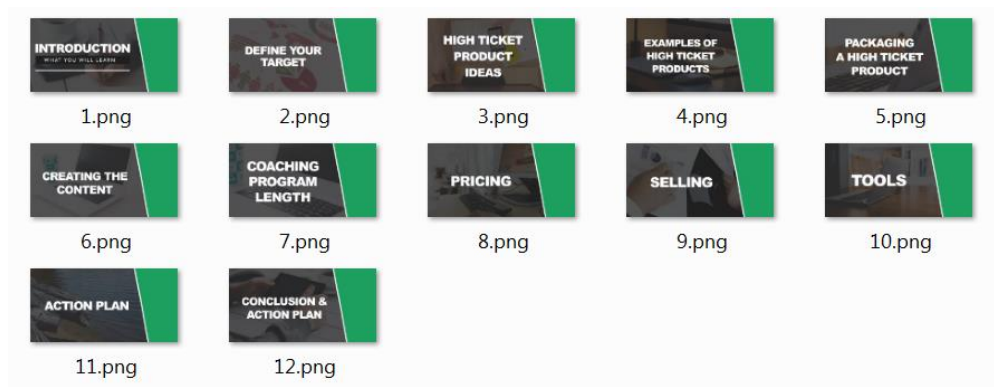
We know all the images that need to be changed... but there's something else we need to rebrand.

If you said, "*The eBook!*"... You're absolutely right. If you're wondering what's going to take place in the next episode of Game of Thrones, shame on you!

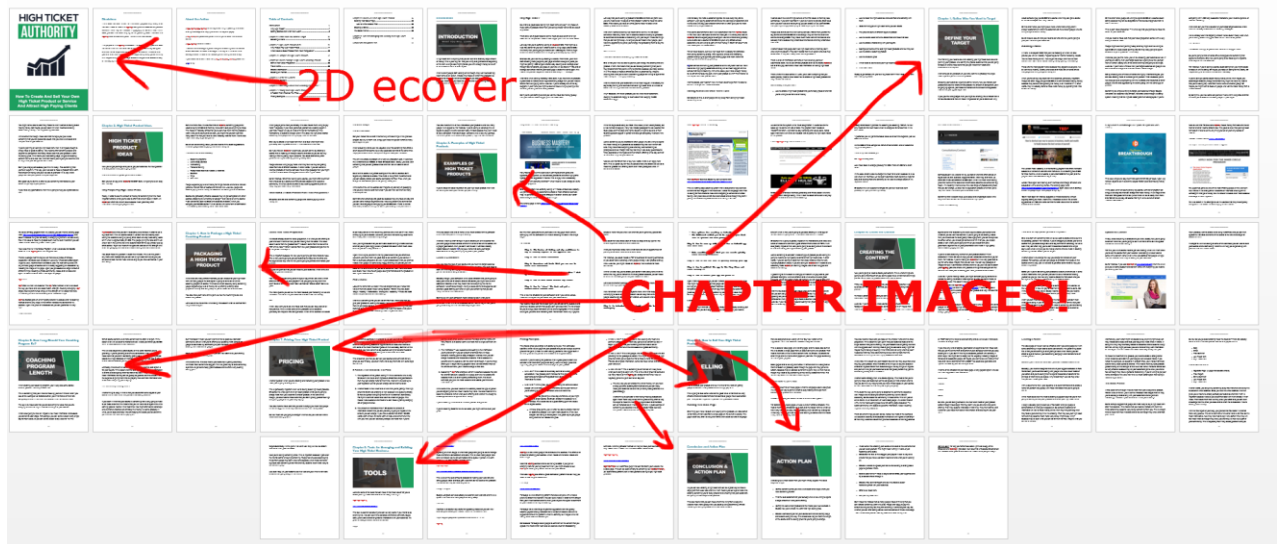
Anyway... If you open the 'Ebook' folder, this is what you'll see...

 Chapter images	18-Aug-17 8:03 AM	File folder
 High Ticket Authority.pdf	06-Apr-16 11:33 PM	Adobe Acrobat Doc...
 Original.docx	06-Apr-16 11:33 PM	Microsoft Word Do...

Open the 'Chapter Images' folder...



If you're wondering what chapter images are, they're just used to make the PDF look more attractive. Each chapter has its own image.



If you looked at the top left corner of the image, you'd see a 2D ecover. **You absolutely MUST change this because it has the product's name on it.**

So, when you're ordering your images, you must ask Tawanda, or the person you hire to provide you with the 2D image.

I'm not going to change the chapter images because it isn't really necessary since this is just an example. You can do it for your own product if you want to.

I bundled all the images from the sales page and opt in page and contacted Tawanda on Facebook.

Tawanda Taderera

Active 48m ago

FRI 8:46AM

Ok! I'm back

↓ Tawanda.zip

The title and subtitle of the book is in the details. I provided you a stock photo. The MOST IMPORTANT thing - every image must be the same size as the one in the folder and the file name must be the same. So, when I replace the files, immediately the entire sales page looks different.

try and make the cover look as different as possible... and I'll leave the rest to you

FRI 3:33PM



Whn do u want it

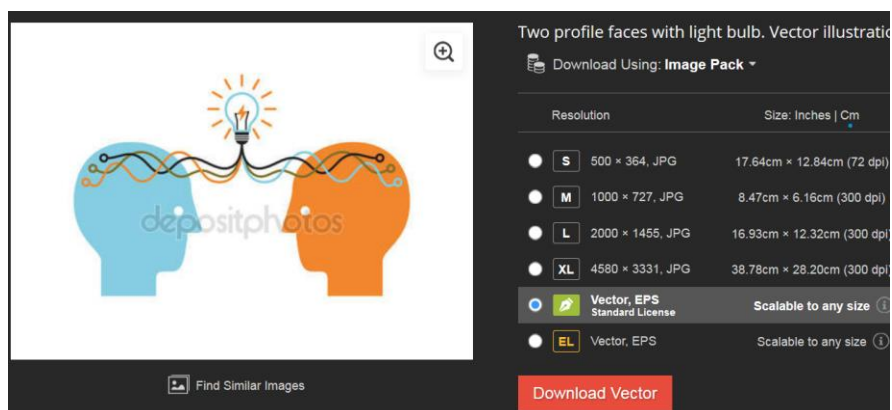
Yesterday



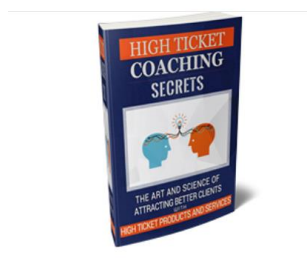
*Why did I rush Tawanda?* Cos I'm an ass. That's why. But seriously, it was a Friday and I wanted to complete the book by Sunday and send it to my list on Monday. So, I rushed him.

I wasn't looking for a masterpiece because this is just an example on rebranding PLR... and er... You didn't pay for this guide, did you? Exactly. HA!

I provided Tawanda an image that I got from [DepositPhotos](https://depositphotos.com).



Anyway, this is what Tawanda, came up with in a few hours...



He provided me 2 ecovers and I think that the second one actually looks better but I went with the first one cos I paid for the damn photo.

Gotta use it. I can't see myself using this image for anything else. These 2 crazy guys trying to brainwash each other.

I gave Tawanda, another day to complete the remainder of the graphics because the PLR package had many other images.



Poor ol' exhausted Tawanda went back to work while I caught up on Game of Thrones. That Daenerys Targaryen girl is so hot.

**If you don't watch GOT, shame on you!**



After 1 Day, Tawanda got back to me with this...



This was good enough for me. Tawanda wanted to improve on it because that's the way he is... but I needed to get started. So, I decided that this would do.

He then bundled all the files in a zip file and sent them to me. This is what was inside...

 Opt in	20-Aug-17 9:46 PM	File folder
 Sales page	21-Aug-17 2:33 AM	File folder

He even organized the images in 2 folders to make it easy for me. I opened the sales page folder.



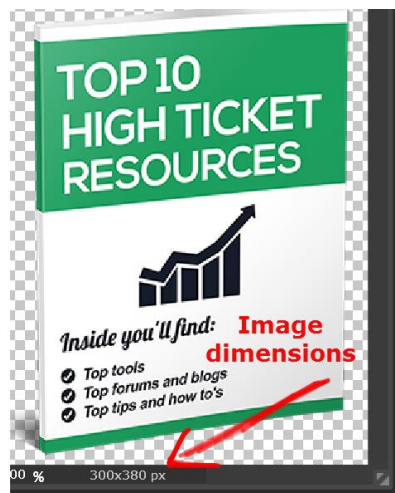
As you can see, **all the file names for all the graphics are exactly the same as the graphics in the original product. The image dimensions are also the same.**

If you're wondering how to know the dimensions of each image, follow these steps.

1. Got to [Pixlr](#)
2. Open image from your computer



3. When you open the image, you'll see the dimensions at the bottom of the window.



**Easy peasy!**

Now before I upload the files, there are a few edits I need to make.

If we looked at the original opt in page, it'll look like this.



Changing the image is half the battle. We'll need to change the text too. You can use any HTML editor that you like. I'll use [Sublime Text](#). Don't panic! It's free and you can [download it here](#).

Now when I open the index.html file in the 'Optin Page' folder, I'll see this...

```
<br />
<table width="850" border="0" cellspacing="0" cellpadding="10" align="center" bgcolor="#FFFFFF">
<tr>
<td class="dashed"><table width="100%" border="0" cellspacing="0" cellpadding="0" align="center" bgcolor="#FFFFFF">
<tr>
<td height="104" colspan="2" align="center"><
</tr>
<tr>
<td width="300" align="center"></td>
<td width="600"><br />
<p class="headline">100% FREE REPORT!</p>
<p class="headline2">&quot;Get Instant Access To My Top 10 High Ticket Business Resources&quot;</p>
<p align="center"><strong>Simply enter your email below so we know where to send it...</strong></p>
<p align="center">[OPT-IN FORM GOES HERE]</p>
<p align="center" class="privacy"></p>
<p align="center" class="privacy"><strong>Privacy Policy:</strong> We hate SPAM and promise to keep your email address safe. </p></td>
</tr>
</table>
</td>
```

It looks confusing but it's not. You only need to edit 'headline 2' and insert your autoresponder code where it says [OPT-IN FORM GOES HERE].

I'm not going to show you how to get an autoresponder code. You can learn that on your own.

I'll just show you my edited headline...

```
<br />
<br />
<table width="850" border="0" cellspacing="0" cellpadding="10" align="center" bgcolor="#FFFFFF">
<tr>
<td class="dashed"><table width="100%" border="0" cellspacing="0" cellpadding="0" align="center" bgcolor="#FFFFFF">
<tr>
<td height="104" colspan="2" align="center"></td>
</tr>
<tr>
<td width="300" align="center"></td>
<td width="600"><br />
<p class="headline">100% FREE REPORT!</p>
<p class="headline2">&quot;Discover the Top 10 Coaching Resources You MUST Know!&quot;</p>
<p align="center"><strong>Simply enter your email below to download it NOW!</strong></p>
<p align="center">[OPT-IN FORM GOES HERE]</p>
<p align="center" class="privacy"></p>
<p align="center" class="privacy"><strong>Privacy Policy:</strong> We hate SPAM and
promise to keep your email address safe. </p></td>
</tr>
```

Now all you need to do is save the file. Do this with any HTML files that need to be updated and upload the files and graphics to your server.

### **This is what it looks like now!**

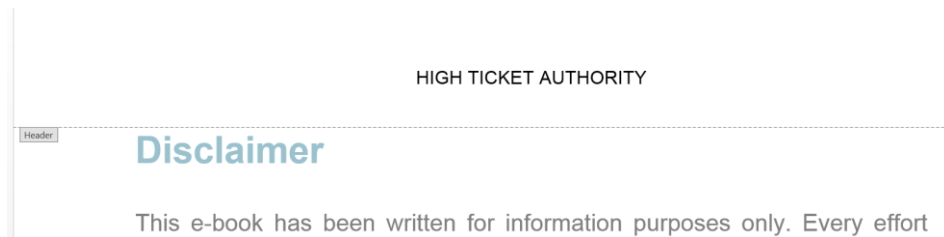
- High Ticket Authority Opt In Page – [Click Here](#)
- **REBRANDED** Opt In Page – [Click Here](#)
- Opt In Thank You Page – [Click Here](#)
- **REBRANDED** Thank You Page – [Click Here](#)
- High Ticket Authority Sales Page – [Click Here](#)
- **REBRANDED** Sales Page – [Click Here](#)
- High Ticket Authority Download Page – [Click Here](#)
- **REBRANDED** Download Page – [Click Here](#)

As you can see, I've changed the entire appearance of the product. There is NO other product online that looks quite like it. This is a unique product. You can be proud to call this your own.

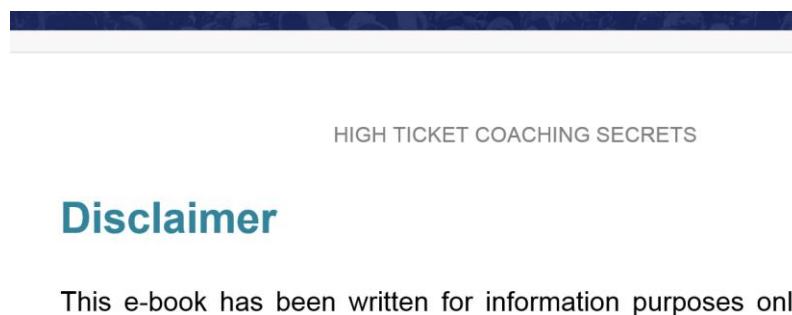
### **Now that the pages and graphics are done, it's time to rebrand the ebook.**

1. Click on the cover pic in the .DOCX file and delete it.
2. Click on 'Insert' tab... click on 'Pictures' and choose the 2D image for your ecover.

3. Click on 'Format picture'... and under 'Layout options', choose 'Behind text'
4. Now expand the picture till it covers the entire page.
5. Next, double click on the header and you'll see this.

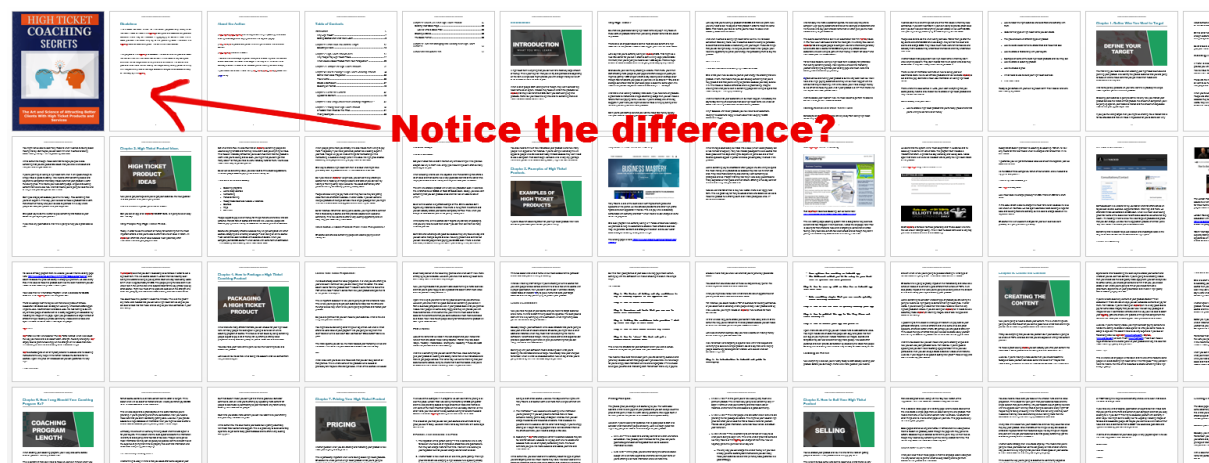


6. I'll change the title to my new title.



7. **Save and close.**

This is what it looks like now...



The cover has changed. If I changed the chapter covers, the entire appearance of the book would change.

Now you may be wondering if you should rewrite the book. It depends. If the book is well-written, there's really no need to. Don't run if nobody is chasing you.

This is not web content where the All-Knowing Google with the eye from Mordor is staring at you. It's an ebook that the customer will only get access to after purchase.

So, you should be fine. The goal here is to make the appearance of the sales pages so different that the consumer doesn't know that they're buying a white label product.

So, you can't slap your name on a PLR product and sell it as it is because if the customer finds out, they'll slap you with a refund request or a PayPal dispute.

### **A few points to note:**




- I forgot to tell Tawanda, to add my name as the author of the ebook. You can always do that for your product.
- I added my name to the sales page and download page using Sublime Text. Same thing as I did for the Opt In Page.
- I added a recommended resource in the **REBRANDED Download Page** which was my Content Creation Formula. You can do this using a WYSIWYG editor. I'm not going to go into details here. But rest assured that anyone can do it.
- I didn't link the download button to the ebook (PDF) because it wasn't necessary for this guide. But you will need to do it to deliver the download to your customers.



## Step #3 - Uploading the Pages & Graphics

We're at the final step... and it's an easy one.

The first thing to note is that when you open the original download, you'll see the HTML files and an images folder.

 images	18-Aug-17 8:03 AM	File folder
 index.html	30-Mar-16 1:39 PM	HTML File
 thank-you-page.html	19-Mar-16 8:29 AM	HTML File

When you're uploading the files, you'll upload the files to your server WITHOUT changing the file names. Just leave them as they are. Even when you edit the details in the HTML pages, always save them as they are.

This will make it easier for those who are absolute beginners to this. If you're experienced, you can change the name of your thank you page. But if not, you can leave it as it is.

**Next, we have the images folder.** In this folder, delete the existing graphics and add ALL your newly made graphics. Since the file names are all the same, nothing has really changed except the appearance of the images.

Now it's time to upload the HTML files and the folder with the images.

There are several ways you can do this... but we'll stick to 2.

- **Method #1 - FTP**

The first way is by using FTP. April Lemarr from [Niche Starter Packs](#) made a video that shows you exactly how to do this.

[Watch her video here](#)

- **Method #2 – Amazon S3**

This is the method I used in the example. All the files and images are stored in Amazon S3. It's easy to use once you know how. I have a link on my blog that will show you how to do it. [Read Amazon S3 method here](#)

That pretty much wraps up the uploading part of this guide.  
Time to conclude...

## Conclusion

We're finally done. Or at least I am. I can tell you for a FACT that even though you didn't pay a cent for this guide, it's probably way better than a lot of rubbish infoproducts that are being peddled out there.

So, I hope you actually apply what you've learned. I've not gone into detail about rewriting PLR because I already have a fantastic guide on that. You just need to get the [PLR Rewriting Formula](#) and you'll know what to do.

**Lastly**, *always remember to rebrand your PLR*. That's the difference between having a cookie cutter product that everyone else has and having a unique handmade masterpiece... ahem... even if it's a white label product. But shh...



All the Best,  
**Arun**

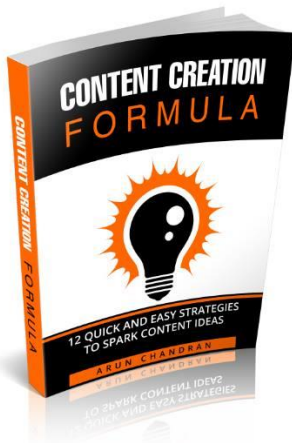
## Other Crappy Products by Arun

### Flaming Hot PLR



This is without a doubt one of the best PLR stores online and if you need high quality PLR, do visit my [Flaming Hot PLR Store](#).

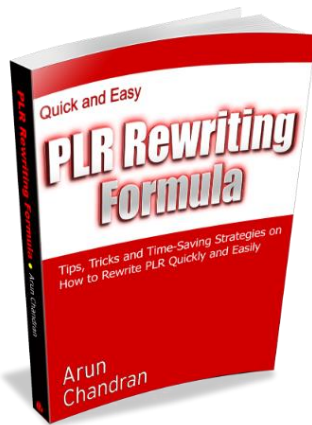
### Content Creation Formula



“Discover How To Quickly and Easily Generate Amazing and Popular Content Topics that Thousands of People are Searching For!”

[Click Here to Find Out!](#)

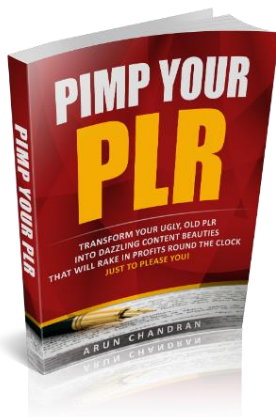
## PLR Rewriting Formula



"Discover How An Irreverent, Lazy Bum Earns Thousands Of Dollars By Rewriting PLR Quickly and Easily!"

[Click Here to Find Out!](#)

## Pimp Your PLR



"Discover How To Transform Your Boring, old PLR Into Ravishing Content Beauties That Will Rake In Profits Until Your PayPal Account Starts Moaning Your Name!"

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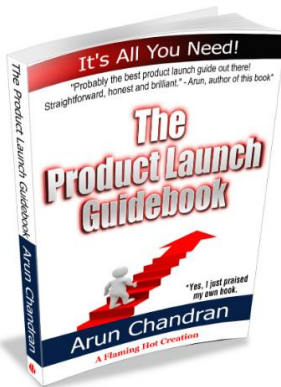
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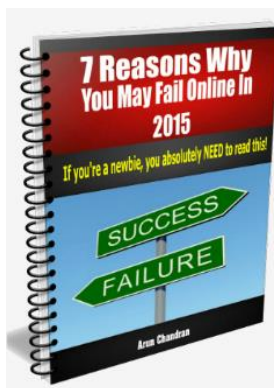
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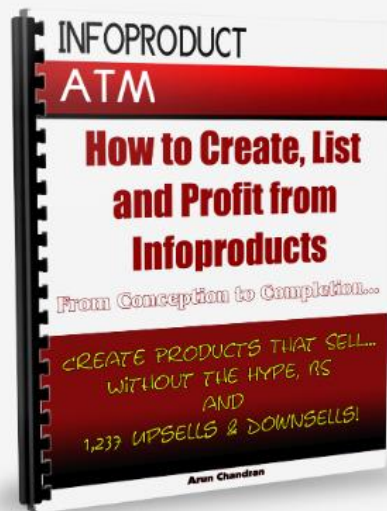
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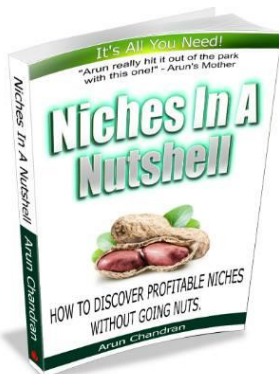
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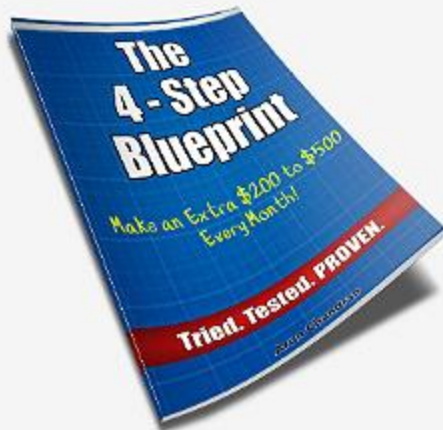
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