How to Rebrand an eBook

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How to Rebrand a PLR eBook

By Paul Henderson

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Introduction

Hi friend, it's Paul Henderson here and I'd like to thank you for grabbing this PDF which accompanies the free PLR Rebranding Video entitled "How to Rebrand a PLR eBook" available on my Youtube channel at...

https://www.youtube.com/watch?v=RVbWwuQrMIQ&t=2s

It's my hope that with this short PDF I can remove some of the frustration and worry that people have when creating digital products – especially if this is your first. It's something that I really struggled with until I discovered that it can be as easy or as hard as we make it. Eventually, I discovered this method and I've been recommending it ever since. You can use it too and get your stuff done and online where it will help you grown your business. Talking of which..... to business ☺

Why an eBook?

If you're new to Internet Marketing and this is your first step into the world of creating digital products, then an ebook will be your easiest and best option. But even if you're a seasoned IM'er, then this will be of value to you as many people have no idea how to make a saleable product from PLR.

I really like the idea of creating an eBook or a eReport for a Freebie and even for a Paid Product. Personally, I find them......
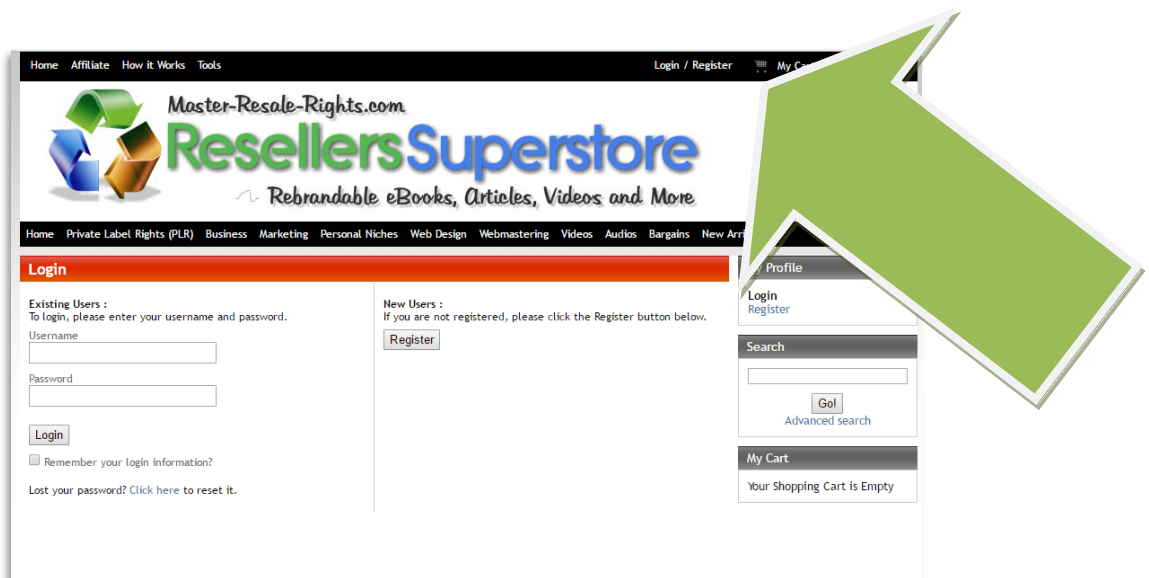
- Easier to read,
- Easier to review if you need to skip back over things.
- Easy to find things quickly via index and list of contents.
- Can easily include images and links.

If you're unsure how to find an online store to buy PLR products you can Google "private label rights stores".

One of the places I like to use because they have such a huge choice is...

master-resale-rights.com

First you have to register by clicking at top right where it says Login/Register.

Then, once you've registered, you can log in and search for items that fit the niche you've chosen.

What I'm going to be doing is looking for an eBook that's already been written that comes with full Private Label Rights (usually abbreviated to PLR). That means I can take it apart as I wish, claim authorship as I wish, give away as I wish or re-sell – as I

wish. Essentially, it's mine to do with as I please. Not all products on a PLR site come with PLR status, so choose carefully!

Additionally, if I'm creating a product to sell, I want PLR that's at least 50 – 70 pages long to begin with. An eBook of less than 50 pages is fine to make into a freebie or to give away as a bonus.

I want it in Microsoft Word format so that I can easily edit it. PLR is usually offered in PDF too, but sometimes just PDF. So again, be careful.

Whether You're Creating a Freebie or a Paid Product...

Before I move on I must stress something. The suggestions and method offered in this section is equally valid for both a **Free Report** and a **Paid Product**.

However, if it's a free gift you're putting together, just be mindful of limiting it to not more than 10 - 20 pages, though it still needs to be highly valuable information presented as professionally as possible.

If it's a paid product you're creating, then you really should go through all the following PLR Rebranding techniques so that you create the best quality product possible.

Why Should You Rebrand The PLR?

Well, in case it isn't obvious, to just buy the product and offer it 'as is' would be a very poor way to offer it.   You can imagine there could well be a thousand identical versions of this eBook already floating around the internet, being given away or sold. The very last thing you and I want is for our customers to stumble across another version of the same ebook from someone else, and for them to think of us as just cheap hack merchants. That's just tacky.

So you really do need to "Rebrand" your ebook and make it unique and totally yours. To do this, you'll take the PLR document almost totally apart, line by line.

Let's look at each section one by one.

Title (or Name) of your Product

If your product is going to be a Paid Product, change the title to something really catchy. This can be trickier than it sounds because many of the good ones you think of will already have been taken. But it really does need to be unique. And if you are creating a Paid Product, you're probably going to want to buy the dot com (or dot org or dot net) domain on which to sell your product. So availability of those domains will also filter out some of your ideas.

But for now, let's just get going and create a great gift to give away.

Keep the title short. You could try thinking up a 3 or 4 word title that included one or two power words like '**formula**', '**fortune**', '**blueprint**', '**explosion**' or '**process**'. You get the idea. I like to have the first and last words beginning with the same letter to make it sound catchy and flow better. This is called "Alliteration". Like 'Email Profit Explosion' for example.

For the product name, you can either choose a descriptive name (one that describes the contents), or you can choose an ambiguous name (one that leaves an element of mystery).

What I mean is this...

Past products of mine have been called "**List Building re-Launched**" and **"Email Profit Explosion"** to quote a couple.

As you can see, these two alliterative product names instantly reveal what the product is about. I prefer this naming method.

However, if I'd called my product something like "**Product X Revealed"**, then clearly that gives no hint as to the subject matter. But people do use this method, so it's up to you which you choose.

Personalize the Copy

PLR is usually extremely impersonal, whereas you need your final work to reflect your individual style and charisma. Think about it, - this is going to be something you give to your subscribers, so you want it to be written in the same style in which you're going to write your next product, or your next blog post or whatever. Your character needs to shine through right from your very first product so that your prospects and customers only see consistency.

Introduction

You should add a personal "**Introduction**". Not too long and drawn out, - just something to let the purchaser know you're a real person with a real story, - probably much the same as them. Tell them a little about your personal life – like if you're married with kids and where you live. How long you've been doing internet marketing or whatever it is you do. Tell your readers what they're going to be learning as they go through your book.

Thank You

Also add a sincere **"Thank You"** for them downloading the Freebie or buying the paid product, and a little about what you're hoping to achieve with it.

Table of Contents

Include a *basic **Table of Contents*** for a Freebie product, and a more *detailed* one for a paid product - to let people easily see what's inside.

The Content

OK, that sums up the "trimmings" if you like. For the actual grunt of the product, you should basically pull the entire PLR book apart.

I'll just say again that what I'm describing here can apply equally to both a freebie report and a paid product. When you're creating a paid product, be sure to do ALL of the following steps completely. For a freebie report, just condense the ideas presented here, pick out the bits you like, and aim for a report or ebook of about 10 - 20 pages in length.

Moving on... Your first job is to read the PLR ebook throughout and understand it completely.

Then, rewrite the entire document word by word, line by line, paragraph by paragraph. Let the ideas presented guide you in your own unique style towards creating an almost totally <u>new product.</u> If you're normally witty, incorporate wit. If you're normally serious, let that be your style.

However, that having been said, I would urge you to consider the topic of your report. If your niche is related to 'terminal cancer' or 'dealing with death' for example, those may NOT be the best places to attempt wit. Clearly there are times when a solemnity and a more professional approach will be more appropriate. You get my drift?

Regardless of the niche, if you go through this process properly, you'll find that your product is a huge improvement on the original PLR version.

Additionally, you can do more research to find other questions that people in this niche need answering. Go to forums, do some Googling, find the answers, and include them in your copy.

When I do this, I also include extra, relevant information and ideas compiled from valuable ebooks and information I've collected over time. If you're just starting out then clearly you can't do this, but be sure to start collecting information of this type and file them away for future use.

When you take a product apart in this way, you discover that the PLR product is actually more of a catalyst for your own thoughts and ideas than you'd ever have imagined, and the PLR will guide your own thoughts along the correct lines. Your eventual product may have little in common with the original PLR, apart from the basic ideas.

At the end, you'll have a fantastic eBook or Report contained within a very personalized introduction and conclusion.
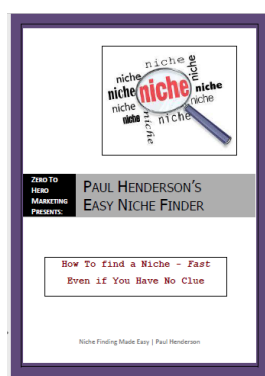
Conclusion

At the end, always finish with a 'Conclusion'. This is your chance to recap what the book or report has been about. Repeat in bullet form the basics of what the purchaser should have learned. This is another great chance to inject your personality into the copy. Plus, you can leave a link to your Blog and invite them to go there to leave a comment about the product.

Also, take the opportunity to tell your readers what it is that they've learned in your book. In the Intro you told them what they were going to be learning. In the book they learned it, and now you repeat it again by telling them what they learned. This is common practice in professional circles and is a popular way of presenting learning material.

Give it a Great Cover

To finish your book or report, all it needs now is a great look. And for that, you can get a perfectly acceptable e-cover graphic done from fiverr.com

Or, if you prefer to use your own use a professional graphic artist, they'll be able to knock one together too, but it will cost substantially more. I recommend fiverr. This was one of mine that did quite well at the time....

Final Presentation

Now you have the content and the front cover. For the final touches, what I like to do is just tart it up in Word. I like to insert a border on the pages which is easy enough to do in your Word or whatever package you have.

Insert page numbers, - that helps if you've used a TOC as I suggested.

Finally, convert your word document to a PDF by using the 'Save As' option in Word or by using a PDF converter utility if that's easier for you. Then...

Upload it

So that you can offer this to your prospects for download, you need to upload it to your domain using something like FileZilla (available free from filezilla.org).

And You Are Done!

And there you have it. You've just learned how to create your first ever Free Gift or Paid Product. Done this way, your product will be in no way inferior to most of the PDFs, eBooks and other reports you'll find doing well 'out there'.

This is not difficult. Just rise to the challenge, and get it done.

Thanks once again and here's the link to the video one more time...

https://youtu.be/RVbWwuQrMIQ

Best wishes

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