

# Welcome to **NuttieZine**

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**This Week's Article:**

**Sick of PLR? Try This**

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Of late, there have been [rife speculations](#) over whether private label rights are really helpful for the buyer, or whether they make money only for the person selling the rights. Now, here is my take on it: the success or failure of the plr (private label rights) material that you purchase, either from WSOs or from membership sites, depends to a great extent on the quality of the material, the amount of effort you put into it, and a host of other factors. For example:

1. **Competition:** I have purchased plr stuff that target niche markets as well as IM (internet marketing). And you believe it or not, I had far more success with niche plrs than IM plrs. Even though the fact remains that in niches, I am hardly a good writer; in fact some of my articles just suck; still I got thousands of page views and hundreds of click-throughs. Not so with IM plrs, one reason for which is that it is too competitive, but there are some other reasons as well.

**2. Bad Marketing Approach:** More IMers join IM plr memberships than niche plrs. This is true especially for newbies; I still find it amazing that people would pay for IM plr material, unless the material is of top quality. What I have learned from my article marketing experience is that when you are writing articles to sell your products in IM niche, you are basically selling sales tools to salesmen. Why? Because IMers know very well that your main motive in writing the article is to get the opt-in and/or the sale.

Since most IM plr articles contain the same old rehashed info that had been valid in 2005 but not anymore, it doesn't work in IM. It is NOT that plr articles won't work in IM as such. In IM, when you write articles, you need to give people some breakthrough, actionable content to get the clicks. You cannot get away with the plain, old junk. You need to impress them hugely with your article. So, as long as your plr article contains breakthrough info, you should get the traffic anyway. Unfortunately, this is not always the case.

Compare this with niche plrs. People in niche markets look upon your articles as helpful information written to genuinely help them. They are already suffering from some pain and when they read your article, they don't bother whether it is some old information or new information; they don't bother whether you can write like Shakespeare or not; as long as you give them some useful information, you can be rest assured of the click throughs and traffic. In fact, I had more page views with niche articles than the IM ones.

**3. Four plr memberships I highly recommend:** All is however not lost for those who are seeking good plr material for IM niche. Towards the beginning of this year, I stopped purchasing IM plrs and cancelled almost all the plr memberships, except four:

A) **[Nathan Johnson's PlrProductsParadise](#)**: I call it P3. It is run by my good friend Nathan Johnson (whom I call Nate) and the main USP of the site is that the plrs put up in this site really contain some very breakthrough information. The reason behind this is not hard to guess - Nathan is smart enough to realize that hiring ghostwriters is not a suitable option as far as IM plr is concerned, so he himself writes all the plr articles and reports (he is a prolific writer anyway). I highly recommend you join this site. You can actually see my testimonial on that site's sales page. I don't usually give testimonials unless I am overtly impressed with something, and keep in mind that is not too easy to impress me :)

B) **[Alice Seba's All Private Label Content](#)**: Maybe the content is ghostwritten, but the content is always top notch. Recently I got plr materials in subjects I want to explore even further, such as podcasting, Web 2.0, etc. With Alice's site, I don't look so much as to 'monetize' the plr stuff as to learn from them. Don't laugh at me; there is always something to learn from the plr stuff these ladies put up every month.

C) **[Turbo Membership](#)**: If you are looking for plr softwares and scripts then look no further. Turbo Membership has many great features, but what I really look forward to each month is one cool plr script that John adds each month to this ever growing membership site. Honestly, the scripts are themselves so good that more often than not, I end up using them myself. As an example, I use the Turbo Newsletter Manager script for hosting the issues of my [NuttieZine](#) newsletter. Again you can see my testimonial for the membership on the sales page.

D) **Nicheology**: If you want to invade, attack and dominate the niche markets, Nicheology will provide you top notch material for the most profitable niches every month. The amazing thing I have found about Nicheology is that whatever niches they choose for each month turn out to be profitable for me. Maybe it is just a quirk of fate, but I am happy with it. Plus their sales letters are top notch and it helps me with markets with which I am little aware of. I just change the headline as well as the sub head of each sales letter and get the sales.

There you have it: I have mentioned 4 plr memberships to you that I am myself a member of. My point here is not to sell you something and earn fast commissions, but to show you that every cloud has a silver lining. When people say that plr is dead, consider it only as a half truth because as soon as something is dead, another thing is born.

You can post your comments about this article at my blog:

<http://arindamchakraborty.com/sick-of-plr-try-this#postcomment>

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Thank you,  
Sincerely,  
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