

# **A Quick and Easy Way to Make Money from Google Adsense using Readily Available Private Label Rights Products**

By Colin Evans ... [Private-Rights-Profits.com](http://Private-Rights-Profits.com)

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## Introduction

There are many ways to make money using the internet, and one excellent source of passive income is to own high traffic websites which are monetized using [Google AdSense](#). There are basically two ways of building such sites:

- i. Find thousands of keywords related to a particular topic and use an automated page generating program to build a website consisting of thousands of almost identical pages, with each page being optimized for one keyword and including your Google AdSense code.

The idea being when a person searching for information on a search engine ends up at your website, the only thing of any use to them is the list of Google ads which lead to other websites. When they click on one of the ads, you earn a small commission.

The major problem with going this route is the search engines hate these websites and drop them as soon as they find them. Because there is no useful content on any of the web pages, people also really hate them and report them as soon as they find them. The search engines don't hang around and drop them immediately.

This means your carefully created website has an extremely short life span, and so you have to make hundreds of these web sites to make any real income. As soon as a website is dropped you have to buy another domain name and put the site back up under another name.

This is not a build it and forget it strategy so these websites cannot be a source of passive income...

The more savvy webmasters are beginning to include more and more content in an effort to keep their websites from being dropped so quickly by the search engines.

Unfortunately the search engines are getting more intelligent and continue to find these websites quicker and quicker...

- ii. Find popular keywords related to a particular topic, which have little competition, and build content websites around them which are designed to be informative and supply useful content to human web visitors. The ideal scenario being that visitors find your content so useful they bookmark the pages to return to read more.

At some point the reader they will leave your site and using carefully positioned Google AdSense code on each web page gives them a way to leave which puts money in your pocket...

This report will concentrate on this second method and show you how to quickly build a content website which is rapidly indexed by the search engines gets good rankings and as a result earns you a passive income month after month.

Check this out...

Totals	18,468				\$220.00
Date ▼	Page Impressions	Clicks	Page CTR	Page eCPM (2)	Earnings
Sunday, May 1, 2005	421				\$6.60
Monday, May 2, 2005	702				\$8.08
Tuesday, May 3, 2005	614				\$8.80
Wednesday, May 4, 2005	641				\$8.03
Thursday, May 5, 2005	570				\$5.82
Friday, May 6, 2005	487				\$6.31
Saturday, May 7, 2005	339				\$2.88
Sunday, May 8, 2005	393				\$2.91
Monday, May 9, 2005	602				\$9.00
Tuesday, May 10, 2005	608				\$10.16
Wednesday, May 11, 2005	629				\$6.83
Thursday, May 12, 2005	728				\$6.35
Friday, May 13, 2005	556				\$5.34
Saturday, May 14, 2005	385				\$8.24
Sunday, May 15, 2005	441				\$8.39
Monday, May 16, 2005	698				\$6.47
Tuesday, May 17, 2005	783				\$7.88
Wednesday, May 18, 2005	808				\$6.13
Thursday, May 19, 2005	799				\$7.65
Friday, May 20, 2005	708				\$5.63
Saturday, May 21, 2005	424				\$3.80
Sunday, May 22, 2005	587				\$10.00
Monday, May 23, 2005	864				\$9.56
Tuesday, May 24, 2005	954				\$10.54
Wednesday, May 25, 2005	868				\$16.99
Thursday, May 26, 2005	837				\$10.73
Friday, May 27, 2005	582				\$7.36
Saturday, May 28, 2005	370				\$4.73
Sunday, May 29, 2005	284				\$2.10
Monday, May 30, 2005	341				\$1.39
Tuesday, May 31, 2005	445				\$5.30
Totals	18,468				\$220.00
Averages	595				\$7.10

This pic shows a fairly recent page of Google AdSense Stats for one of my content websites which is based on a competitive theme. The site is **not** in the top 100 of Google but has been earning an income of over \$100 per month for more than a year despite adding very little additional reciprocal links or new content.

# 1. Locate Money Making Private Label Rights Content

One of the most difficult parts of building any content website is writing the content; it's a laborious task. Hours of research followed by hours of writing (or typing). So why bother doing it at all?

Are you aware that many authors who create information products also sell them with Private Label Rights? And that in most cases these rights allow you to:

- Put your name as the author and sell the product as is.
- Modify the contents to your hearts desire.
- Use the contents in other formats.
- Use the contents in newsletters or websites.

**Each information product creator who sells their product with Private Label Rights will have their own ideas on how you can use their content.**

Sometimes they don't make it very obvious on the sales website or in the product, so double check and make sure you have the right to use the product as content for your website.

Another thing to be wary of is Private Label Rights content that is widely available; if everybody has access to content there's a pretty good chance there are hundreds of websites using the content which will make your task of finding traffic generating keywords all the more difficult. Besides, nothing annoys a web surfer more than repeatedly coming across the same information.

Try to make sure you buy products with Private Label Rights that have been limited to only a few customers and the fewer the better – The more unique your content the more successful your website will be, especially if you get your Private Label Rights content from [Private Rights Success](#).

## 2. Uncover Traffic Generating Keywords

The key to getting your website earning money quickly is to find keywords related to your PLR (Private Label Rights) content that people regularly type into search engines, but for which there is not much competition.

All it takes is a bit of concerted effort using the proper tools... For the small cost of using it, **WordTracker** is the most powerful keyword research tool available on the internet, and the accurate data it produces is vital for your website's success.

Using WordTracker you need to uncover these three important bits of information:

- i. What keywords related to your PLR content are people typing into search engines?
- ii. How many searches are conducted for these keywords each month?

If you are trying to get this information using free research utilities, the first thing you are going to notice is the huge discrepancy between their search results and WordTracker's results. This is because the method WordTracker uses to get its search results tends to make the information much closer to reality than the methods the others use.

- iii. How many competing web pages for each keyword are there in Google?

Why Google?

Because nearly everybody tries to get their web pages indexed by Google so if there's not much competition in Google, chances are there's going to be less competition on any of the other search engines.

During the keyword research phase it's a good idea to get rid of keywords which are included within other keyword phrases. For example, let's assume you conducted keyword research on the topic "diamond jewelry" and among others these 3 keywords were part of your Wordtracker results:

- **Diamond**
- **Diamond** Ring
- 3 Stone **Diamond** Ring

The first keyword “Diamond” is present in all three phrases, so you can delete it leaving:

- Diamond Ring
- 3 Stone Diamond Ring

The keyword “Diamond Ring” is present in both, so you can delete it leaving:

- 3 Stone diamond Ring

This is the keyword phrase for which you will create a webpage. Depending on how well your website is ranked in the search engines, a search for any of the three phrases will display the results for the 3 Stone Diamond Ring webpage.

Why must you do this? There are many reasons "why", but two of the most important points to consider are:

- i. Of the three keyword phrases there will be much less competition for “3 Stone Diamond Ring” and you have a much better chance of getting a high search engine ranking for a web page built around that keyword phrase.

Granted the traffic for that keyword is the lowest of the three, but optimizing your webpage around this keyword gives you a much better chance of getting traffic as soon as your page is indexed by the search engines.

Part of your promotion efforts should include an aggressive linking campaign, and as soon as this kicks in you will get better rankings for the more competitive keywords and start receiving traffic from those keywords.

- ii. It’s a real pain trying to create content for two or three almost identical keywords and unless you’re careful, the resulting pages will be far too similar for the search engine’s liking. The programming they use to rank your website will penalize any pages that are too similar and they will be dropped (i.e. they will never be included in any results).

---

### 3. How to Build Your AdSense Website

There is no "best way" to build a website that uses Google AdSense to earn money... The best way in your particular circumstances can only be found by testing various different ideas and choosing the most profitable. Obviously you need a starting point and so here are a few ideas to get you going:

#### 3.1. Select the best keywords and make website map

There are three ways of getting visitors to your website, and the method you choose has a great bearing on which keywords you should select for building your website:

##### i. Pay for your website traffic.

You could purchase links on a highly trafficked webpage or you could set up a pay per click campaign on those search engines which offer them.

If you go this route you don't need to worry about which keywords you use at all, but you'd better know how to set up an effective pay per click campaign...

##### ii. Use Low competition keywords and simple SEO.

If you aren't interested in paying for traffic and don't have the time to pursue an aggressive linking campaign, your best option is to use low competition keywords and simple website search engine optimization.

When choosing your keywords, bear in mind that most low competition keywords are also low traffic keywords, and you will need roughly 100 visitors per day to a webpage to earn \$5.00 from the Google AdSense ads (**NB** – this is a ballpark figure to help you choose keywords with enough traffic, by the very nature of the internet, some web pages will do better, some worse and there will even be those that don't earn a thing).

##### iii. Use High competition keywords, simple SEO and aggressive linking.

In general, the more links you have pointing to a web page from other websites, the higher it will rank in a search engine for the keywords the web page is based on.

By pursuing an aggressive reciprocal linking campaign, it is quite possible to get top search engine rankings for keywords which have a fair amount of competition. In fact some webmasters have managed to get top 10 rankings for some of the most competitive keywords, but their incoming links number in the thousands requiring a huge effort.

The bottom line is the more competitive the keyword you choose, the more aggressive your reciprocal linking campaign will have to be.

There is another massive benefit from an aggressive reciprocal linking campaign... You will receive considerable traffic from people clicking on the links that you place in the link directories of other websites. Don't discount the value of these links – for quite some time you'll get more traffic from these links than from the search engines.

### 3.2. Prepare a website template.

Using a template will considerably increase the speed it takes to put your website together. Here are a few tips for preparing a template which will maximize your Google AdSense earnings:

- Make minimal use of graphics, a simple header graphic is all you need.
- Placing your AdSense ads down the left hand side of your webpage, your content in the middle and your menu either on the right hand side or on the bottom of the page, will earn a pretty respectable AdSense income, but if you want to know the best way to place your Google AdSense code you need to read Joel Comm's recently updated [Google AdSense Secrets](#).
- Use the following place tags in your template to indicate where to place your content:  
  

```
<!-- Content Start -->
```

  

```
<!-- Content End -->
```
- Use a simple text based menu. Search engines find it difficult to read graphic based links. The menu links should be text based and include your keyword phrases.

To make a website map, simply take your list of chosen keywords and place them into the most logical order possible – Look at it from the viewpoint of somebody searching for information.

For example, at the time I wrote this, the following keyword phrases all had less than 1000 competing pages but a "Count" of more than 100:

- 3 Stone Diamond Ring
- Cheap Engagement Rings
- Diamond Solitaire Engagement Rings
- Alternatives to Diamond Rings
- Three Stone Diamond Necklace
- Ultrasonic Jewelry Cleaners

The second and third phrases could be combined and resulting keyword list used to create a website map (and from that your website menu) as follows:

<u>Keyword/Menu Item</u>	<u>Web Page Name</u>
Home Page	index.html
3 Stone Diamond Ring	3–stone–diamond–ring.html
Cheap Diamond Solitaire Engagement Rings	cheap–diamo...–rings.html
Alternatives to Diamond Rings	alternatives–to–diamond–rings.html
Three Stone Diamond Necklace	three–stone–diamond–necklace.html
Ultrasonic Jewelry Cleaners	ultrasonic–jewelry–cleaners.html
Links Directory	/links/index.html

### 3.3. Choose content for each web page

The content on a website that uses Google AdSense for revenue serves two main purposes:

- i. It determines which AdSense ads will be displayed... If you optimize each web page for a particular keyword and use content to support the keyword, Google AdSense will display ads which are exactly the same as the theme of the page.

If you choose keywords that have a high value on pay per click search engines, chances are you will earn a pretty good income from each AdSense ad clicked on your web pages.

- ii. It must be just good enough to keep your visitors from reporting your site to the search engines as spam, but not so good that your visitor avidly reads the page, maybe clicks to a few more pages to read them and then closes the browser window when they are finished.

The primary objective of each web page is to get your visitor to click on an AdSense ad **so they can get more information**. Remember this – you only get paid when they click on an AdSense ad...

If your website earns you a reasonable AdSense income and also gets a few bookmarks every month, you've got the balance right.

If you want to sell the private label rights content in e–book form, sell it from a popup that opens when each web page is closed, or dedicate the first page to selling only the e–book. Don't confuse your website visitors by trying to sell the e–book and display AdSense ads.

If you have decided to target many keywords by creating a large number of pages, you may be limited by the amount of private label rights content you have. All you have to do in this case is create each page using paraphrased content from the e-book and a related article from any of the major article directories, e.g.

– [www.goarticles.com](http://www.goarticles.com)

– [www.ezinearticles.com](http://www.ezinearticles.com)

You will have to introduce each article with some text which includes your keywords, just make it sound natural.

You could place another Google AdSense block between the paraphrased PLR content and the articles. The only purpose of the articles is to pad out your content to keep both the search engines and your website visitors happy.

#### 3.4. Optimize your web pages for the search engines

These are no black secrets involved in search engine optimization... All you need to do is employ a few simple, sensible tips when building each web page, and these are to use your keyword phrase as follows:

- 1) Once in the <title></title> tags
- 2) Once in the description meta tags
- 3) Once in the keywords meta tags
- 4) Once in the <h1></h1> header tags
- 5) Twice in the first paragraph, with the first being in the first sentence and one of them being in bold letters (<b></b> tags).
- 6) At least once in each following paragraph.
- 7) Once in an <img alt=""> tag

Don't overdo it; you've got nothing to gain by repeating your keyword phrase too many times. All you are doing is making absolutely certain that the search engines know exactly what your web page is all about.

A simple test for this is to check what Google AdSense ads are displayed when you view the web page online (you might have to refresh the page the first time you view it before the ads show). If the ad content matches the theme of the web page you've got it right.

## 4. How to Get Your Website Online

There are two things you need to do before you can upload your website:

### 4.1. Choose a good domain name

The most obvious point is your domain name needs to be related to your website theme, and choosing a domain name that has your most generic keyword phrase is going to depend on availability. In the example we used earlier for choosing keywords, we had these 3 keywords:

- Diamond
- Diamond Ring
- 3 Stone Diamond Ring

A quick check on [GoDaddy](#) (one of the cheapest domain name registrars online) revealed that [diamond.com](#) and [diamond-ring.com](#) were not available, but [3-stone-diamond-ring.com](#) was available. The only problem being it's not all that inspiring and it's quite limiting in terms of a website theme. When settling on a domain for your website, try all the combinations you possibly can, bearing in mind the following:

- Separating the words with a hyphen makes the domain easier to read... There's two parts to optimizing your site for the search engines:
  - i. The domain must mean something to the search engines and be related to your website theme.
  - ii. After all that hard work getting your website into the top 10 search results there's no point putting the surfer off with a crappy domain name – You want a domain name that's easy to read.
- No matter how readable your domain name is, to make sure it gets the surfer's attention it better scream “click me” and to do that it needs to offer the surfer an implied benefit, like saving money, for example:

[Affordable-Diamond-Rings.com](#) – which as it happened was available when I wrote this.

“OK, OK [Affordable-Diamond-Rings.com](#) is not the loudest screamer on the block”, but you get the idea – use an implied benefit in the domain to get the surfers interest. If your domain name is interesting, the surfer will click your listing (out of curiosity more than anything else) which sends them to a page with good content and once they've finished reading that you want them to leave your page via an AdSense ad.

#### 4.2. Choose a good host

Hosting is not the big bad problem it was a few years ago. The rapid advancements in technology have made it readily available, more reliable and it's getting cheaper every year.

For any website that earns money from Google AdSense ads, your biggest issue is going to be one of cost. You're not going to stop at one website... You're going to build plenty of them; after all they only take a day or two to build and upload, and can be earning an income within days if you've chosen good keywords, but certainly within a few weeks if you pursue an aggressive linking campaign.

The issue then is how many domains can you host on one hosting account?

Sure, you need to make sure the hosting company has generator backup in case of power outages and redundant back-up systems so that in the event of an Internet connection interruption, an alternate Internet connection takes over.

You also need to make sure you have adequate disk space and bandwidth, but the thing to remember with AdSense sites is you aren't letting people download big files; your traffic is just people visiting your websites and if you use the minimum of graphics and keep your logos small, your website won't use much bandwidth at all.

Because most websites don't take up a lot of resources, some web hosts have decided to offer top quality hosting packages which allow unlimited domains, for example the Ultra Hosting package from [Lock Vault Hosting](#). When you consider that most hosting costs anywhere between \$3.95 to \$7.50 per website per month you don't have to be a genius at math to realize hosting is a substantial cost, and unlimited domain hosting is the way to go.

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## 5. Bait The Search Engines

All it takes to get a search engine to your website is a link from another website that has already been indexed. The more popular the website, the quicker the search engines will come visiting. For example, a text link on a Google PR7 website will get your site indexed on the same day, but that one way PR7 link is going to cost you a lot.

Another way is the blog and ping method, although this has been so abused that it's not quite as quick as before. It does have one major advantage... You can link to every page on your website from a blog and ping the search engines with these details. By blogging and pinging it's possible to get all your pages indexed quicker than with other methods.

No matter what method you use, it takes time to get **every** page of your website indexed by **all** the major search engines... For the most part it doesn't happen in one or two days like some sales hype suggests.

So your options are:

- i. Purchase text links (which point back to your web pages) on a popular website – A popular website will have a high Google PR.
  - ii. Place a link back to your website from one of your own indexed web pages.
  - iii. Learn how to start a blog and create content with links back to your website then ping the major search engines with your blog details. Even better, get a copy of the **Instant Blog and Ping** automated software and you can set it up to mimic your manual blogging and pinging saving you hours of time every day.
  - iv. Start an aggressive reciprocal linking campaign.
-

## 6. Explode Your Website's Traffic

The amount of money you earn from the Google AdSense ads displayed on any of your websites is dependent on many factors, but one of the most influential is the amount of traffic your websites receive. The more traffic, the more money you earn...

It is possible to set up pay per click advertising campaigns which send traffic to your websites and make a profit on the AdSense revenue. It may be possible, but it's not easy to find the right combination of cheap pay per click keywords and the best content for displaying high paying AdSense ads. Costa Dedes figured out how to do it and if you're interested you can read more about it in his ebook [SwapClix](#).

By far the best method to increase your website traffic is to get hundreds or preferably thousands of links pointing back to your website which serves you in two ways:

- i. The increased number of links improves your website's standing in the eyes of the search engines and your pages rank higher.
- ii. You will get people visiting your website from clicking these links.

Two very effective ways of getting thousands of links pointing back to your website are:

- i. As mentioned many times in this report, set up an aggressive reciprocal linking campaign; get your link into as many reciprocal link directories as you can. It is very important to ensure these directories are categorized, not only to facilitate easy searching but your search engine optimization gets a slight boost if your link appears on a page with links of similar themes.

Don't waste time creating a link directory which you have to manually update, use a reciprocal linking script to automate many of the routine admin tasks which would otherwise take up hours of your valuable time. Make sure the linking script regularly checks that all reciprocal links in your directory are active and suspends any inactive links.

One of the biggest issues with reciprocal linking is the time it takes to set up and maintain an effective system. If you intend to get your website within the top ten listings in any search engine you'll be wasting your time if you don't use analytical tools to help you figure out why other websites rank higher than yours.

Brad Callen designed one such analytical tool called [SEO Elite](#) which not only analyses top ranking websites so you can include it's findings in your own websites, but you can set it up to find and contact thousands of top ranking websites asking for a link to your website, saving you days if not weeks of time and effort.

You can take this a step further if your income permits it, and employ somebody to manage your reciprocal linking campaigns while you concentrate on building more websites.

**N.B.** – Don't point all your links back to one page, the search engines don't like that it's unnatural... A major part of your linking campaign should be to get an even spread of links pointing back to all the major pages of your website.

– Don't use the same anchor text (the clickable text in the link) for every link pointing back to your website, use different variations for the anchor text and link text (the text describing your website).

- ii. Write short 400 word articles from your PLR content, include a link to your website in a resource box at the bottom of each article and submit them to as many article directories as you can.

Using a low cost submission service like [Article Marketer](#) will save you not hours, but days of effort. These articles ultimately find their way onto hundreds of content websites and will substantially increase the number of links back to your website.

The point to remember here is that your articles will only be accepted into an article directory or for inclusion into a website if they are easy to read and make sense. If you write and submit junk they will be rejected.

Your goal is to write and submit at least seven articles the first week and then a minimum of two articles per month.

Don't underestimate the power of well written articles for generating both links and traffic to your websites.

## Conclusion

Here is a strategy to use to when setting up “Adsense sites” built from Private Label content:

1. Purchase a membership in [Private Rights Success](#)
2. Download the Private Label Rights products for that month.
3. Use [WordTracker](#) to Research keywords for the theme of each product.
4. Create a website template.
5. Prepare a web page for each keyword using simple search engine optimization and the Private Label Rights content.
6. Purchase inexpensive attention-catching domain names from [Godaddy.com](#)
7. Purchase the Ultra Hosting package from [Lock Vault Hosting](#) so you only ever have to pay one small monthly hosting fee no matter how many domains you host.
8. Upload your websites.
9. Get one good link back to your websites from a web page that has already been indexed.
10. Install a reciprocal linking script, e.g. this script from [Duncan Carver](#) .
11. Pursue an aggressive linking campaign for each website using both reciprocal links and automatic submissions to article directories through [Article Marketer](#).
12. As your Google Adsense revenue increases, you can either employ someone to manage your reciprocal linking campaigns or you can reduce the reciprocal linking campaigns in favor of purchasing text links back to your websites. Just make sure these are on high traffic websites as you want both the link for search engine rankings, and the traffic from people clicking on the link.

Repeat for the next months PLR products (omit step 7 from now on – you only have to set up Lock Vault Hosting once, thereafter it is a small monthly fee).

## How to make money with this report

You can earn an income from giving this report away!

There are four products promoted in this report which people who take their Google AdSense earnings seriously will buy. The links to those products can be re-branded with your ClickBank ID. This is a free service and if you do not already have the re-branding kit, you can get it from [here](#). Instructions on re-branding this report with your own details are included in the kit.

There are also three monthly paid membership sites this report promotes, and if people join from your referral link you could typically earn:

Private Rights Success	\$23.98
Lock Vault Hosting	\$17.50
Article Marketer	<u>\$ 5.00</u>
Total per month	\$46.48

Get only 20 referrals in each and this report could earn you close to a grand per month in residual income. Not bad for something you gave away! But, there is a catch...

Private Rights Success is only accepting a limited membership, and then the doors are closed. The only way to get a membership after that will be to join a waiting list (that said, there are other comparable private label rights membership sites profiled at [Private-Rights-Profits.com](#) which may still be accepting new members).

To get in on the money making action you need to get this report branded with your own referral links and then give it away. Use this report as your 24/7 salesperson...

There are 2 ways to get your own branded report:

1. Join Private Rights Success or Lock Vault Hosting through my referral link and I'll give you a branded copy of this report for **FREE**. Just email me your sales receipt details and referral URL details to: colsmail [AT] Private-Rights-Profits.com and I'll send your brander pack.
2. If you are already a member of these membership sites and wish to use this report for your own promotions, simply pay a one time branding fee and you'll receive a special brander pack for changing the links to yours. For more information [Click Here](#)...

**N.B.** – This report is “evergreen” and there’s no problem if the positions in Private Rights Success are filled, you can still use this report – you can use the brander to include any private label membership site you want, but the other links must remain as they are.