



# PLR, MRR, and Public Domain Video Transcript

INTRODUCTION TO A TREASURE TROVE FOR WRITERS  
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## **Introduction to a Treasure Trove for Writers: PLR, MRR, and Public Domain**

How would you like to inherit a great amount of wealth?

If you are from a wealthy family you may have an income from a Trust Fund being deposited into your account on a regular basis. If you know how to manage your money well, you could then use those funds to multiply your income – through other investments.

Well, that's a fun dream, but unfortunately, most of us don't have such an income being given to us. However, I want to share with you a treasure which is available to all of us. Just as in the case of a trust fund, someone else has done the work. We just have to learn how to leverage it. If we can learn how to use this treasure properly, we too can multiply our income – and our influence in a great way.

This may seem too good to be true, but hang on. It is true and I am going to explain.

Now sometimes we will have to purchase our treasure, but usually the cost is small compared to the opportunity for income. The greatest benefit is that just like the family trust fund, we get to reap profit from what others have created.

This treasure trove I speak of is what is known as PLR, MRR, and Public Domain. If you are like I was when I first heard of this, you will say, "What is that?"

So what am I talking about? Let's delve deeper. We'll take these three one by one.

### **1. PLR**

You may be familiar with this term, but perhaps you haven't yet realized the power of it.

PLR is an abbreviation for Private Label Rights, and it can be associated with many types of products – from blog posts to e-books to software.

Here I am going to talk about written material. Focusing on material for writers.

Basically what the term means is that you can purchase something which has been created by another person, and you can claim it as your own. In fact, it is yours! You can edit it, claim authorship, and sell it – keeping 100% of the profit.

Imagine that. For a small fee, purchasing a book or stack of articles, and doing almost anything you would like with them. Change the title, the cover, change the words. Put your name on it as author. It's yours!

Sometimes you will come across something so well written that you will revise it only a little before selling it or giving it to others. Other times you won't like the writing so

much, but you will get a great idea for content. In this case, you will take off writing your own piece, using the ideas in your newly found treasure.

Either way, you have enhanced your ability to produce material for your clients.

Think of it as having purchased a license for the material. It's yours and you have the legal right to use it any way you'd like.

With each item you purchase you will receive a download of your rights. (Your license). Usually there will be a few restrictions. You probably won't be able to resell the package to others as PLR. ( In other words, you are the only one who will be able to freely edit and use the material). Also there may be other restrictions about the minimum price, etc. All of these restrictions are to protect the value of your purchase.

Yet with PLR usually there are very few restrictions.

The time you save and the ideas you acquire make this PLR very valuable indeed. This allows you to produce many more products than if you had to do everything from scratch.

PLR is a great treasure.

So what's next?

## **2. MRR**

MRR stands for Master Resell Rights. (Some people call it Master Resale Rights, but it means the same).

In this case, you purchase material similar to the PLR, but with a different type of license.

With Master Resell Rights, you can sell the product to others for them to sell also. Thus the resell.

At first glance, this may seem like the better option, but it isn't always. Again there will be a download of your rights with this option. Most of the time, you are not allowed to change anything. You can't edit it and claim authorship.

You will be able to use it and sell it, but you will have to leave it intact and give the original author the credit for authorship.

Then too, there will be other restrictions. Like not giving it away or including it as a free gift on a membership site.

I prefer the PLR because I almost always want to change the items I buy.

Now when we are looking at PLR and MRR, there is a warning.

I have purchased PLR which is so well written, I wouldn't really have to change anything except to give it my voice. However, I have also run across some which is terribly written. From top to bottom poor work. Weak ideas and weak writing. Basically worthless.

There are many sources for good and poor quality. When I discover a source which produces excellent material, I check in with them often. When I discover inferior products, I don't go back to that site.

Usually PLR and MRR producers will write in a certain niche. Health and Wellness, Business Development, Life and Business Coaching, Home Schooling, Christian topics , and Self Help are some niches which have great quality products.

Some of these sites produce complete packages with Power Point lessons, e-books, blog posts, and social media graphics. Others stick to articles and blog posts. Or e-books.

As writers, quality content is our goal. Good quality content. When we establish a website, we want to have lots of material to share with others. If we can find some time savers and idea enhancers, our ability to produce is greatly multiplied.

So I say, "Go for it!"

**Note: With this lesson I am going to include a PDF of some quality PLR and MRR sites I have found to be helpful from time to time.**

### **3. Now I come to the third treasure mentioned earlier: Public Domain.**

This term Public Domain refers to all of the books, articles, etc. which are not copyrighted. Without a copyright, you are free to use them. You can reprint them – and it's perfectly legal.

When I first heard about public domain work, I was confused. How could some of these writings, etc, be free to use? I was so accustomed to thinking in terms of copyrights and ownership.

What would be in the public domain?

Anything printed before 1923 is considered to be in Public Domain. Also anything printed between 1923 and 1967 if the copyright has not been renewed. (Some estimates are that 85% of those books, etc. have not been renewed).

Now if I were you I wouldn't reprint something by Shakespeare and call it your own. (LOL) Somebody might think you're being a scoundrel. However, if you want to quote Shakespeare or even include portions of his work in one of your projects, you have the right to do that.

However, if someone has taken a copy of a Shakespearean work and illustrated it or added something else, they could then copyright it and you couldn't use that edition. Just to make sure that you know what I am talking about, you might go over to Amazon and look up some classics. You will notice other people putting their name on the books – along with the original author. They may have added illustrations or an introduction of their own. Maybe some historical data. If they have added something then they can claim that edition as their own.

Make sure that you are using the original text for your work.

When you use the original text, you have the right to add something of your own to the work and then publish it with your name on it. Now your name wouldn't be the author of the book, but something like "Foreword by YOU."

The thing about these Public Domain pieces is that they are free. You just have to know where to find them. That's the tricky part. But with some rummaging around, you will be able to find some gems!

Online there are some good sources.

One is **The Gutenberg Project (Gutenberg.org)**. This site has something like 60,000 books in their collection. All of them are catalogued in different ways. By author, title, subject, and category. Now you can't just download these electronic books and sell them as is. In that electronic form. However, you can download them and copy them or parts of them to be used for your purposes.

One of the fun parts about searching sites like Gutenberg, is that you will come upon authors you never heard about. If you take some time and start reading, you will find some terrific ideas. Old books and old ideas – but timeless ones.

I especially have enjoyed browsing some Christian writers from earlier centuries. Good stuff!

Which brings me to...

**Christian Classics Ethereal Library. (CCEL.org)**. Another good source of Christian Public Domain books. You can search by titles or authors and have access to a surprising number of authors.

All of these are Christian. Again, you will encounter many writers you didn't know about.

Other sites are:

**Digital Public Library of America (DP.LA)** This is a national library created to draw from the many libraries around the country. There are some terrific public domain books available here. Contributors are the New York Public Library, Harvard University, Library of Congress, and University of Michigan, among others.

**The Bookshelf** (On the Digital Public Library site) is a catalogue with more than 1.6 million entries. Quite an assortment.

**Internet Archive (Archive.org)** Includes e-books from many spots across the web.

Open Library is part of the Internet Archive. The goal is to have a page per book in the collection. Almost all of these are public domain.

And some others:

**Loyalbooks.com** (formerly Books Should be Free)

**OpenCulture.com**

This site includes a directory of 800 free e-books available for download.

It also has free videos, audios, and free business courses.

When you look at this list, you realize that there is an abundance of material available. It will require some time researching the different sites. Yet occasionally you will come across some books which were written in the late 1800's or early 1900's which are excellent in their content.

Just as an example, Napoleon Hill's *Think and Grow Rich* is in the public domain. Now several people have republished this book with their own prologue or other contributions. In that case you can't reuse that edition. But you can use the original edition.

There are many more such excellent works ripe for your taking.

Additional sources of terrific books in public domain are used bookstores, library sales, or even your attic.

For many years my husband and I lived in a house which had been in his family for more than 135 years. As we pillaged through the attic and the closets, we found many

books which were out of print and/or in public domain. Some were very interesting. Maybe not valuable, but fun to read – and free to reuse.

So you can see that this part of our treasure trove can give us some great ideas for content today.

There are other sources of pre-written material, but the three I have mentioned are my favorites.

PLR Private Label Rights, MRR Master Resell Rights, and Public Domain, uncopyrighted work which is available to us all.

When you begin looking into these sources of content to incorporate into your work, you will realize the significance. As you do your own research, you will discover more treasures and more sources.

It's a unique treasure hunt you have waiting for you!

You will be finding your own treasure trove – your own trust fund – ready for you to use and multiply your effectiveness.

So happy hunting...