

## **4 Tricks to Help You Improve Your PLR Reselling Business**

Selling PLR products is one of the very simplest businesses there is to get started with. You are simply buying a product and then selling it on to a large audience and best of all is that a lot of the marketing material you'll use is already made for you! This is a 'copy and paste' business model and it's almost fool proof!

But while that's true, it's also true that there are lots of things you can do to make your business *more* successful and to increase sales. In this guide, we'll look at four powerful methods you can use to do that and to start selling more items.

### **Sell a Physical Copy**

Did you know that sites like LuLu and Amazon's Self Publishing platform allow you to turn digital books into real hard-copy books? These sites use something called 'PoD' which stands for 'Print On Demand'. That means that copies are made only when books are ordered, in turn meaning you won't cost yourself anything if you don't make sales. But being able to offer a physical version of your book will help it appeal to more people *and* it will be useful for your marketing.

### **Make a Video**

You can sell your books through a sales page or through email marketing, but why not take it one step further by making a video? Videos are fantastic for conveying emotion as well as for grabbing attention and if you add a video that autoplays at the top of your sales page, then you'll find that a lot more people stick around for longer.

### **Add a Special Offer**

Special offers are great for encouraging more sales and especially for convincing people who otherwise might have missed the boat to change their mind and make a purchase. Consider offering a two-for-one package, or giving money off for a limited time only.

### **Offer a Money Back Guarantee**

One of the biggest challenges you'll have when getting your visitors to turn into customers is getting them to take the leap to buy for the first time. To do this, you need to overcome their fear of risk among other things. One way to do *that* is to offer a money-back guarantee. You might be worried that everyone will start returning their products as a result but don't worry – people don't tend to take advantage of these offers and anyway, you won't lose anything if they do!