

White Label Digital Marketing – An Interview With Tony Newton

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Many thanks for downloading this report.

It contains a rare interview with White Label product expert Tony Newton.

He has sold multiple 6-figures of digital products and has been full-time online since 2004.

He reveals everything about his business and the benefits that White Label has in the internet marketing space.

We hope you enjoy it and get some great tips you can use in your own business.

Let's begin...

Why White Label/PLR?

That's a good question!

Well firstly, let's clear away the difference between White Label (WL) and Private Label Rights (PLR).

Basically, they are exactly the same.

When someone buys the product, they get to rebrand it and sell it for themselves.

The reason I personally use the term "White Label" for products I create and sell is because it has a higher perceived value in my opinion (*I have no proof of this, just going with my gut feeling*).

PLR is a term that's been thrown around for years. And unfortunately it has resulted in some very poor products.

Products that are created on the cheap, simply for the purpose of being able to sell PLR rights to them.

As a product vendor, I don't want my products to be associated with those kinds of products.

So I always use the term White Label instead of PLR.

(For the purpose of this report, I'm going to use WL instead of White Label. Mainly because I'm lazy!)

Ok, so now that's cleared up, back to the question of why create WL products?

For me, the answer is probably two-fold:

#1 – Ease to create.

#2 – Speed to create.

Typically in the Make Money Online niche, to sell a digital product it would need to reveal a proven method.

- **How I made \$3,264 last month, using Google AdSense and no website.**
- **How I generated 32,951 unique visitors for free from Pinterest.**
- **How I created 73 short videos using A.I that grew my list by 574 people last month.**

Those types of things.

And whilst those products will sell well, generating the results in the first place is what takes time.

You have to prove the method first, document it and then sell it.

But with WL products, ***you don't need the results*** in order to create them.

You simply need to document a process that works.

- **How to create and sell mugs on Etsy.**
- **How to get approved to promote more WarriorPlus products.**
- **How to make more affiliate commissions by creating bonuses.**

(I've created WL products out of all 3 of those ideas)

So WL products are easier to create because you don't need the results first.

People who buy them aren't necessarily buying them to use the method inside. They buy them to sell to their list, or to add to their own memberships etc.

That's why WL products can target 2 different markets too. Those interested in the method and also those interested in selling the product.

And they're faster to create too.

I can easily put together 2 products a week if I needed to (*although I generally stick to 1-2 a month.*)

All you need is a report and you can then choose what else you want to include in your WL pack:

- Images
- Source files
- Sales copy
- Sales page
- Email swipes

Zip it all together and you've got your product ready to sell.

So that's why I prefer to create and sell WL products and why I think it's the fastest way to start your own digital publishing business.



What Kind Of White Label Products Do You Create?

Most digital products can be White Labeled. It's mainly just a case of taking your name off and adding someone else's.

Buyers can do this themselves, so it's no extra work for you.

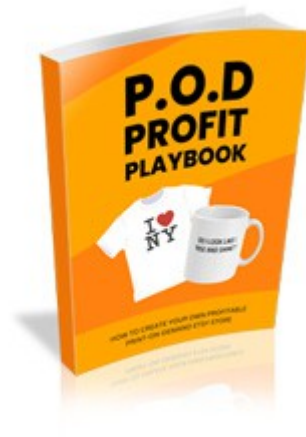
There are the main types of WL products I create:

#1 – eBooks/Reports

I find these are the easiest to create and sell.

People can rebrand them in minutes and be selling them not long after that.

You just need a topic to begin with and then you can create a 30+ page report.



I use Open Office to create my reports, which I export as a .PDF document to sell.

Generally, I also include a sales page, download page, email swipes, images covers, along with the White Label license.

But you don't have to include those if you don't want to.

#2 – Lead Magnets

Again, very easy to make.

You just need a topic, hook or angle to get started.

These reports can be short, sometimes just a handful of pages. But the value is the fact that buyers can give them away to help them to build an email list.

So most of the time, I include an HTML squeeze page and download page with this kind of WL pack.

They can be sold on their own, or you might want to create a

bundle of several reports to add more perceived value.

#3 – Video Courses

These are a little bit more labour intensive but also have a higher perceived value.

You create a series of videos based around one topic. Ideally, filmed in a third party style, so no mentions of names or personal details.

That makes it easier for buyers to rebrand it. They can simply add their name to the sales page and the product can be sold.

Whilst I still do the odd video course, I mainly focus on reports and lead magnets right now.

Mostly because of their ease to create and also for the end user to set up.

#4 – Image Packs

I've done several of these in the past.

You basically create a pack of images based around a niche or topic.



Buyers can then use the images themselves or sell the packs and keep all the profit.

I found these to be very time consuming to create, so don't do many of them these days.

Saying that, with the advancement of AI, it's now easier than it ever was before to create unique images.

So the opportunity is more than alive and well.

Do I Use AI In My Business?

Is it just me or has the whole world gone AI crazy right now?

Don't get me wrong, it has it's uses.

But it's like businesses (*and marketers*) can just slap "AI" onto the end of any product to make it sell.

And unfortunately, if it's not used correctly, AI can actually damage the results people get.

AI is just a tool.

If you put garbage in, you are guaranteed to get garbage out.

But feed in the right prompts, nurture the AI tool you're using and it can be used successfully.

Ok, back to it...

Personally, I don't use AI much at all.

This might change in the future but I'm good with the processes I have in place.

Outside of my WL business, I DO use it to create articles and website content.

But for products I'm selling rights to, the quality just isn't there for me.

Plus, many WL products I create run people through a system or a guide to achieving a result with a certain platform.

It would be impossible for a tool like ChatGPT to do the specifics required. I need screenshots and actual "here's how to do X, Y and Z".

So for product creation itself, I don't use AI.

How could it be used?

Actually, there are several things it can be used for inside a WL business.

It can be used to write sales copy, email swipes, create image covers, unique images, short reports and any other parts of the business.

That would speed up the process for sure.

But for the main product creation, I'd always recommend doing the hard work and creating them from scratch.

It will pay off long term, when people see the quality of your work and buy every product you create in future.

How Would You Structure A WL Business?

If I were to start again right now, I probably wouldn't change much of my business at all.

I'd certainly have more products out there but the system and processes would remain the same.

So I'll run through how it's set up now because that's what I would build again.

In a nutshell, I'd set this up:

#1 – Create New WL Products

#2 – Launch on WarriorPlus/JVZoo/Other Platforms

#3 – Stack The Follow Up

We need **#1** so that we constantly have fresh income opportunities at our disposal.

Therefore, we create a new front end product and have 1-2 upsell products included in a simple funnel. It's important to have the upsells, so that your launches appeal to affiliates.

We use **#2** to bring in new customers to our WL business.

Then finally, we stack other WL products and offers into **#3** which is our autoresponder follow up.

So we constantly have new BUYERS coming into our world and onto our list. Yes, we pay affiliates 50% or so, but it's a small price to pay to build your email list of buyers.

Choose the platform you want to launch on. I personally use [WarriorPlus](#) but you can use one of the many others.

Choose a date you want to launch. Ideally this should be 7-14 days in the future.

Then add your launch onto [Muncheye.com](#). This is where you'll pick up affiliates who will promote your new product.

When the launch starts, we then run the buyers through an autoresponder sequence, which has our other WL products and affiliate offers too.

The length of this will vary, depending on how many products you have already created and what affiliate offers you want to promote.

TIP – Have at least 1 high ticket affiliate offer in your sequence. Just 1-2 of those sales a month can make a big difference to your business.

Don't worry too much about the money you make from each actual launch. Your affiliates will make more than you.

The real money is made in your email follow up, where you'll be getting 100% profit on your own products and then affiliate product

sales on the back of those too.

Repeat this whole process each month and it doesn't take long to build up the daily income. People will continue to go through your email sequence and you launch new products to get more buyers into that sequence.

And those daily PayPal 'pings' on your phone become very addictive!

(Optional) Add In More Traffic Sources

You can of course add in more traffic sources, along with doing launches.

Paid solo ads, social media marketing, PPC, native ads, SEO or any other method you prefer.

The more people you get into your email sequence, the more money you're going to make.

Go nuts!

Where To Get Product Ideas

Personally, I create all my WL products in the make money online (MMO) niche.

You can dive into other niches and many vendors do a good job of this. But I find that the offers in my email sequence are more congruent if I know that people are interested in making money online, as opposed to other random niches.

And because I stick to one niche, I only have to look in a few places to get some ideas.

#1 – Muncheye

I've mentioned [Muncheye](#) previously and it can be used for getting ideas, along with adding your product launches to it.

They have a long list of the past, latest and future launches:

Big Launches	All Launches
7 Mar Joshua Zamora : AI Side Hustle 2024 \$4.95 at 50% 10 Mar Neil Napier: AI Affiliate \$27 at 50% 25 Mar DM Wealth Builders: NeuralRephraser v2 \$37 at 75% 26 Mar Abhi Dwivedi: ReputorAI \$67 at 50% 31 Mar Firas Alameh: AI Launch 47 at 50% 3 Apr Adrian & Cristian: Creative AI 37 at 50% 8 Apr Mike From Maine et al: YouLum \$37 at 50% 10 Apr Rachel Rife: Mini Income Streams at % 11 Apr Joshua Zamora : AI April \$4.95 at 50% 16 Apr Todd Gross: Brand New AI Video Technology \$37 at 50% 16 Apr Andrew Fox: Zapable \$497 at 50% 23 Apr Neil Napier: Advio \$27 at 50% 25 Apr Adrian & Cristian: New AI Sales tech \$7 at 50% 30 Apr Abhi Dwivedi: AppOwls24 \$67 at 50% 7 May Firas Alameh: AI Launch 47 at 50% 9 May Joshua Zamora: May Madness \$4.95 at 50%	8 Mar Ibrahim Tijani: Absolute Yoga Mastery \$9.95 at 50% 9 Mar FireLaunchers: [Unrestricted PLR] Sales Page G... 9 Mar Ganesh Sahai: AI CartoonBook \$17 at 50% 9 Mar Jason Oickle: [PLR] Mindful Stillness \$8 at 75% 9 Mar Peter Onwe: AutoAI \$17 at 50% 9 Mar Benny Lo: Youtube SEO (update) 37 at 50% 9 Mar Nisam: PLR Effective Facebook Marketing \$27 at 50% 9 Mar Kevin Fahey: 25K In 3 Days \$9.95 at 100% 7 Mar Joshua Zamora : AI Side Hustle 2024 \$4.95 at 50% 7 Mar Kam Rawat: ReelKamPage AI \$7 at 50% 7 Mar Trevor Carr et al: Dino Books PLR Pack \$13 at 75% 7 Mar Benny Lo et al.: Freedom Accelerator 9 at 50% 7 Mar Vivek Sharma: [PLR] Kindergarten Genius w/ Un... 7 Mar D. Duarte: MassPromptsGenerator w/Rights 9 at 50% 7 Mar Rafi sayyad: Sales Booster Pack \$67 at 40% 7 Mar David Henry: Email Marketing Repair KR \$2.95 at 75%

When you click on each one, you can read the description of what the product is and also visit the JV page for more details:

Standard Launch



Click here to receive launch alerts for Tony Newton

[Visit the Sales Page](#)

The product is a 32-video training course that teaches people how to build a rock-solid super affiliate business.

On top of getting access, it comes with a White Label license too. That means your customers can sell the training and keep 100% of the profit.

There's even a sales page and training area included to help them to sell the product.

Invite your friends to this launch on Facebook:

Vendor: Tony Newton

Product: Super Affiliate Video Training (WL Rights)

Launch Date: 2024-Feb-28

Launch Time: 08:00 EST

Front-End: 17

Price:

Commission: 75%

JV Page: <https://hubzap.dropfunnels.com/rsa/rsa-jv/>

Affiliate Network: WarriorPlus

Niche: Affiliate Marketing

All you need to do is go through the list on a regular basis and ask yourself *"Can I make this into a WL product?"*.

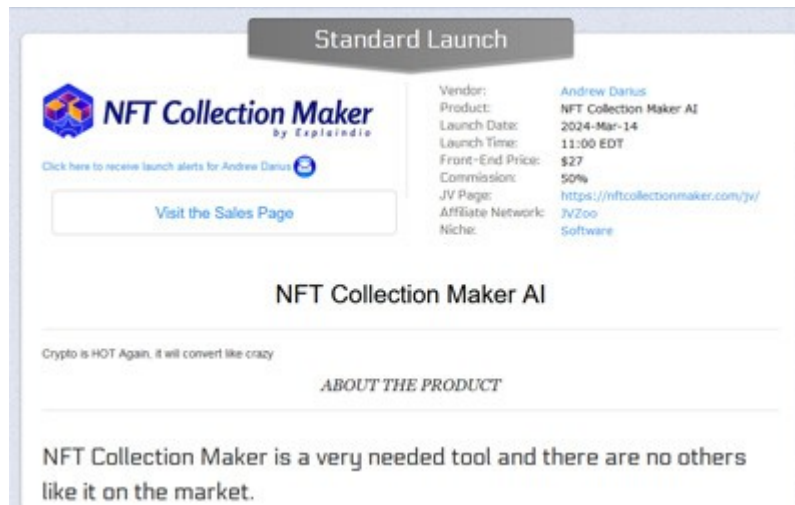
Now, obviously we're not going to directly copy or steal any information from these products ;)

The aim is to find systems, methods or platforms that can be turned into an A-Z guide of how to get results from them.

That's what we use to create our WL products from.

Let's look at an example...

Looking through the list of upcoming launches, I can see this one:



Standard Launch

NFT Collection Maker
by Explaiindio

Click here to receive launch alerts for Andrew Darius

[Visit the Sales Page](#)

NFT Collection Maker AI

Crypto is HOT Again, it will convert like crazy

ABOUT THE PRODUCT

NFT Collection Maker is a very needed tool and there are no others like it on the market.

Vendor:	Andrew Darius
Product:	NFT Collection Maker AI
Launch Date:	2024-Mar-14
Launch Time:	11:00 EDT
Front-End Price:	\$27
Commission:	50%
JV Page:	https://nftcollectionmaker.com/jv/
Affiliate Network:	JVZoo
Niche:	Software

And here's what the description says it does:

"It not only creates NFT images but includes built-in customizable NFT blockchain contracts which people can deploy to Ethereum and other blockchains with a click."

I know didly squat about NFT's, so it makes no sense to me whatsoever.

I'm guessing there are going to be lots of other people who don't know much about NFT's either.

Enter our new WL product:

"What Are NFT's And How To Make Money With Them".

All you need to do is do the research, find out what they and how people are making money with them.

Put that information into a report and BINGO, BANGO, BONGO...you have your next WL product ready to go.

Useful Tip – If you do this ahead of time and have your product in place, contact the person who's launching the product.

Tell them you've just created a brand new guide that compliments their launch perfectly and tell them they can use it as a free bonus.

Get them to send the buyers to your squeeze page, where they can enter their details and get the guide for free.

You're now getting BUYERS onto your list and you can send them through your email sequence.

Not all vendors will reply to you but you're creating the product anyway, so you have nothing to lose.

Personally, I've added hundreds of leads to my list by getting vendors to put my bonuses on their download pages.

#2 – WarriorPlus

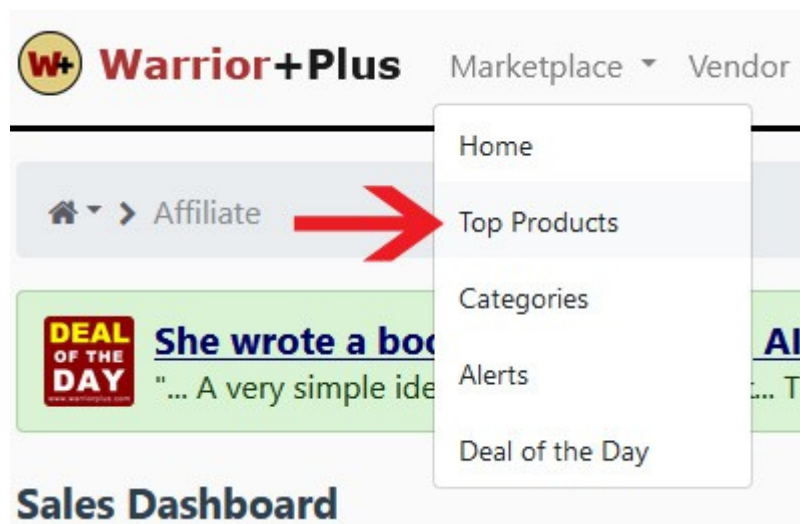
Another great place to look for ideas is [WarriorPlus](#).

They are one of the biggest affiliate networks in the MMO niche and have been around for many years.

I've been around long enough to see how Mike started WarriorPlus using the Warrior Forum and then moved it over to it's own platform. Yep, I'm that old!

But It's solid and works well.

Once you're logged in, you can see a link to the Top Products in the navigation bar:



Click on that link and you can see the current and previous best selling products:

Top Sellers	
Top 10 Today Yesterday Last 7 Days Last 30 Days	
#	Product / Vendor
1	Kids Videoz AI abhishekajain
2	AI ShortsMate SandersAccount
3	Ultimate Online Mastery ultimateonlinemaster
4	Hydra breakoutindustries

What you now do is click on each one and see what the product is about (*many will have vague names, so won't be clear*).

The repeat the same process as we did for Muncheye above.

As you go through them, keep asking yourself "*Can I make a WL product out of this?*".

Remember, we don't need any results to create our product. We just need the system, method or platform to be able to create our new product.

#3 – JV Lists

As you're clicking through each of these products, on both Muncheye and WarriroPlus, you'll come across JV pages for the products.

Typically, there will be a sign up form on them, so you can sign up for updates.

Use an email address that you don't mind getting lots of emails to and sign up for as many of these lists as you can.

The reason for this is because they will send updates of new product launches that might not be listed on the sites above.

So it's just another source of ideas that come directly to you.

Follow the same process. Can their products be turned into an idea for your next one?

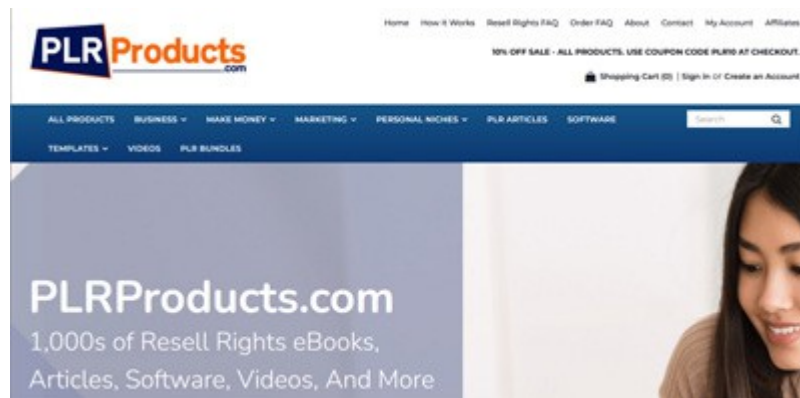
You'll also find these new launches useful if you want to promote them and can send out a broadcast to your list.

#4 – PLR Websites

And finally, another really useful place to get some ideas are PLR websites.

These sites sell existing PLR products...and there's tons of them out there.

PLRProducts.com is one of the more popular ones:



Just pick the category you're interested in and browse through the various products.

For me, this would be the Make Money Online category:



I can quickly see there are products on:

- ***Making Money With AI Art***
- ***AI Side Hustles***
- ***How To Become A Freelance Writer***
- ***Make Money Blogging***
- ***Making Money With eBooks***
- ***Amazon KDP Crash Course***
- ***Internet Marketing For Stay At Home Moms***

So it won't take long to put a twist on one of these titles and create a new WL product idea.

By using the 4 methods I've just mentioned, you'll have no problems coming up with unlimited ideas for your own WL business.

Would You Outsource Product Creation Or Do It Yourself?

For me personally, I still do everything myself:

- *Product creation*
- *Sales copy*
- *Funnel set up*
- *Adding to WarriorPlus*
- *Contacting JV's*
- *Support*

Honestly, I don't mind doing it because I actually enjoy the creation and technical stuff.

And I have the time to do it.

If my time was limited and funds were available, then naturally everything can be outsourced.

I'd recommend going through the entire process at least once though. It's hard to tell a freelancer what to do or even know if their doing it correctly, if you don't have the knowledge yourself.

Create a checklist that they need to follow.

- *Is the product ready?*
- *Has the sales page been created?*
- *Do we have a download page?*
- *Has it been added to WarriorPlus?*
- *Are the payment buttons live?*
- *Has it been added to Muncheye?*

It's handy if you can find one person to take care of everything for you. But if that's not possible, then you might need a couple of freelancers to take care of every task.

What Do You Love Most About A WL Business?

I'd say that I love that it combines two of the most important parts about building any successful online business:

- ***Building a bigger customer list***
- ***Automating sales***

The whole business focuses around creating and selling more front end products, so that you can make more money with the automated back end products.

And it's simple process to follow.

Get more products launched, bring in more customers and then they get added on to the autoresponder, which takes care of future sales....all done hands free.

Want to make more money?

Launch more products.

Want to take a break?

No problem, people will still be going through your autoresponder sequence and buying your stuff.

To me, a White Label business is such an easy one to build and run, that I'm surprised there aren't more people doing it.

Which is great because it means more customers for me :)

Any Final Tips For Squeezing More Profit Out Of A White Label Business?

Well, since you asked so nicely ;)

Here are some things I do which get more out of every product and launch:

Bundles: When you've got 5 or more products, don't be afraid to add them all to a bundle and launch again.

It's a great way to make more money, using products you have already created.

Call it a 'Blowout', a 'Birthday Special', an 'Easter Eggstravaganza' or whatever suits, but come up with a reason for having the bundle sale.

So let's say you launch a new product each month. In month 6, you can launch a new bundle of those 6 products. Then in month 12, you can either do a bundle of those 6 new products OR you bundle up all 12 products.

Subscriber Discounts: Before your public launch goes live, set up a special discount for your existing subscribers.

This could be a coupon code or maybe a separate page, where you can just add a PayPal button.

Email them and tell them they can get the product for a lower price than when it launches.

Add a countdown clock (*a real one, not a fake one*). Then close it down before you launch.

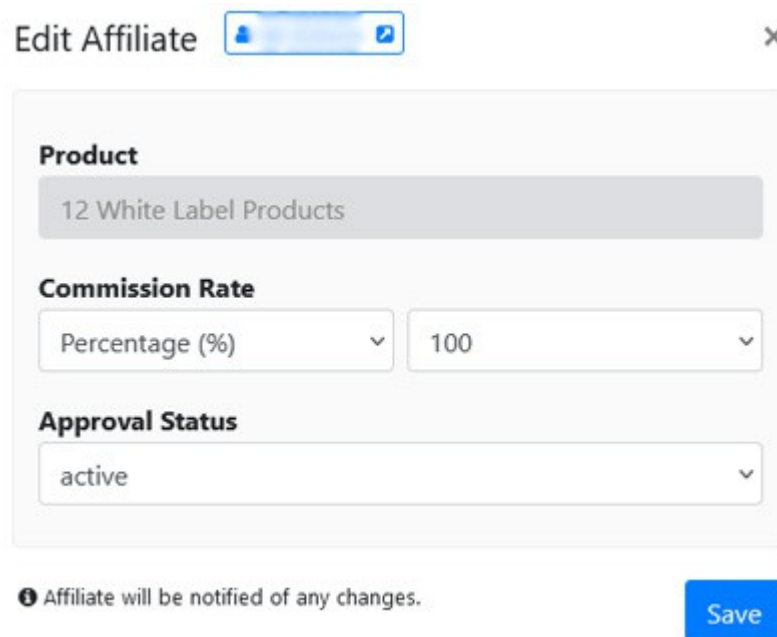
When you do this often, it also reduces the amount of unsubscribes you get because people know they are getting real discounts.

Commission Boost Upsell: Having upsells is important to increase how much your affiliates can make. They are more likely to promote a launch where they can make \$150, as opposed to one where they can make \$4.95.

A commission boost, or 'Partner With Me', is where you offer your customers a chance to increase their affiliate commission percentage. This is usually 100% on the entire funnel.

Typically, you can charge \$47 to \$97 for this, depending on how big your funnel is.

And it only takes 10 seconds to change the affiliate's commission rate in WarriorPlus.



Edit Affiliate

Product

12 White Label Products

Commission Rate

Percentage (%) 100

Approval Status

active

ⓘ Affiliate will be notified of any changes.

Save

It's a very easy upsell to add, one that helps to get more affiliates on board and one that's also easy to fulfill.

Oh and on top of that, those new affiliates bring YOU new customers ;)

Bonus Spots: I've briefly mentioned this earlier but it's worth bringing up again.

A bonus spot is where you ask a vendor if they can place YOUR product on their download page. They can advertise the fact on their sales page or maybe just call it an unadvertised bonus.

They link to your squeeze page, where people can join your list and download the bonus. Therefore, you're building a list of buyers, because they have purchased the vendor's product.

The bonus you use has to be a paid product and provide value to the offer.

Not all vendors will reply or accept your offer to do this.

It's a numbers game.

Contact those who you feel would benefit from it and move on.

Once you have a network of vendors who will do this though, they will typically add your product to most of their launches.

And those new subscribers can quickly add up.

I've personally added several hundreds buyers to my list using this method.

Offer A DFY Service: Once you have your systems in place, you can create WL products for other people.

This can be a stand-alone offer or you might even want to add it as an upsell (*it's a great way to boost the amount an affiliate can make*).

You would basically create a product, sales page, download page and deliver it to your customer.

They get a brand new product to sell and you pocket \$300, \$500 or whatever price you want to set.

Open & Close Your Offers: This is something I've done for years and it works incredibly well.

Rather than create products and keep them open, close them down and re-open at certain intervals.

Open them for 24 hours, add a countdown clock, then close them.

Once you have a stable of products, you can repeat this process on a regular basis.

The fear of missing out is powerful. So we can use this to our advantage by constantly opening and closing our offers.

That's A Wrap

I hope you found this interesting and can see the full potential of

what a White Label business has.

It's such an easy one to start and run and there's no limit to the profit you can make.

By creating more products, you increase your list size, which in turn makes you more money when you release more products or promote products as an affiliate.

There's no better time to start on your own digital product empire!