

WHAT IS PLR?

HOW DO YOU USE PLR TO SLAY YOUR COMPETITION?



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WHAT IS PLR?

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Introduction to Private Label Rights (PLR) Products.

Would you believe a person if they told you that it was possible to take another person's work, change it anyway you please and call the edited material your own?

What if that person also told you that besides being able to do so, you could actually profit from that work and not be liable for any copyright infringement?

If you haven't heard of Private Label Rights, then most likely you'd think they were pulling your leg. But it's true!

Private Label Rights do exist and they are one of the fastest ways to creating and owning your own products available!

If you've been doing Internet marketing for a longer time, you will have come across the term private label rights or PLR.

But what you might not know is that there are many kinds of PLR licenses

and how does it differ from other licenses like master resale rights? And why should you care about the differences?

When we refer to PLR, what is meant is the product, which could be something as simple as a pack of articles or as complex as a complete marketing package with eBooks and audio recordings, has a license granting the new owner the right to use the content as he or she sees fit.

Someone else has done the writing (or recording), and possibly had a nice website template put together with sales letter and graphics.

Then, rather than trying to market it themselves, make it available for sale to many others.

Some PLR sites are membership based, meaning the number of buyers is limited. Others have no membership.

You might get a lot more content with a membership, but some of it may not be the niche you're looking for.

With a no-membership PLR site, you pick and choose what niche topics

you're going to buy so that none of it ends up gathering dust on your hard drive.

With PLR, you're given a license that tells specifically what you can and can't do with the package.

The best PLR are those that have an unconditional license that basically allows the new owner to use and redo the product any way they like.

You can add your own name, add and delete sections, even sell it on to others with a price that you determine. It's as if you're the original author without all of the work of authoring.

Unconditional PLR may have only one proviso - and that is that you can't turn around and resell it as PLR to others.

It pays to shop around for PLR. Pay attention to the wording in the license and if you don't want to agree to the terms, don't buy it.

Also, before buying, if you can get a snippet of the text, Google it (in quotes) to see how many times it's been used on the 'net.

This way you can get an idea of how many others have purchased the same package.

True "***unconditional PLR***" is a money and time saver.

For \$50 to \$200 you get top quality, well designed content that you would otherwise spend many countless hours producing by yourself or paying through

the nose for a freelancer to do something similar.

Here are some examples of products and content that you can buy with PLR licenses:

- Audios
- Software with Source Code Rights
- Affiliate Minisites
- Squeeze Page Templates
- Niche Wordpress Themes
- Photoshop Header Templates
- Training Videos
- DVDs

If your time and money is precious, PLR can be the answer you are looking for.

In short....

It drastically cuts the cost and effort required in outsourcing getting your content written by someone else.

Private label content allows you to use good quality copy created by a qualified writer at dirt cheap prices to your advantage.

This way, you can devote your energies to doing what you do best and put the power of PLR content to work for you at the same time.

Here is a quick list of the perks that come with PLR's

- Saves you time, effort and aggravation.
- Let's you build your brand and be an instant 'expert' in a new niche subject.
- Helps you build your business and reputation.
- You keep all of the credit as the 'author'
- No link leakage - you don't have to link back to any article writer's bio box websites.
- You keep all of the profits when you sell plr books and products.
- Saves you a ton of money.
- Gives you editorial freedom.
- Provides you with professional results.

“PLR” Versus “Master Resell Rights”

The Internet is an information marketplace and marketers are always looking for fast ways to get information to their demographic.

So grabbing some ***private label rights (PLR)*** or ***master resell rights (MRR)*** content can be a good choice.

But what are the differences between these two forms of content and which one should you invest in?

It depends on what your purpose is. If you want to sell an eBook that you can allow customers to then sell themselves,

like a chain reaction, then MRR may be what you want.

But if you want to take authorship and you want to add your affiliate links to it and basically “make it yours,” then you’ll want to get a product with a PLR license.

MRR often doesn’t allow you to alter the product in any way – just sell it.

The difference between PLR and MRR is that with PLR you get the .doc files to edit and add your links to.

You can take your PLR eBook and break it into articles and PLR articles and build it into eBooks - each page being a chapter or section.

With MRR, you may be able to use your name for the author - but that’s where the license stops.

You are also usually limited as to how much you can sell the eBook for, too – the owner setting minimum and maximum price points for you.

It really matters what you want to do with it. If you want to put the eBook out there to go viral and get some traffic to your own niche site, then PLR is your better option.

Although there are ways to rebrand MRR products with your name and links, you are still limited as to how you can distribute it.

If you want to give a nice bonus to your list, getting a good re-branded Master Resell Rights product is a simple and

inexpensive way to promote your business.

Just make sure that the MRR license allows giving it away as “a bonus”.

But the best choice for freedom to do what you want is to get PLR. Without a doubt, it is the easiest way to get content for articles, eBooks, websites and more.

Someone else wrote it - but you can claim it for your own and that's about as good as it gets. The main difference with PLR and MRR is price. PLR is often cheaper than MRR.

Quick tip: Always check out the license terms before you buy!

There is nothing worse than getting all excited about all of the different ways that you can use a product you just bought, only to reading the license and find out you can't use it the way that you had planned to.

Here is a quick review of some of the most common rights.

Unrestricted Private Label Rights –

These rights allow you do whatever you want with them. You can put your name on them, rewrite, repackage, sell, or give them away.

Private Label Rights – Is similar to unrestricted in that you can rewrite and put your name on it. But can have some limitations such as you cannot give it away for free.

Resell Right – Is simply permission from the owner of a product (e.g. an ebook) to allow you to sell it for your own profit.

Master Resell Rights – Takes resell rights a step further and allows you to sell the resell rights to the product as well as the product. Buying a set of these rights is great for initial profit, but the downside is that you cannot change the information and essentially all you are really doing is helping to build someone else's business and reputation.

For example, these are the rights that come with most of my PLR content:

****Your PLR product License Information****

Thank you for your order. These PLR articles and file contents are for your personal use only, to protect their exclusivity for the sake of all buyers.

Here is what you can do with these PLR articles and graphics:

[YES]This source file of contents:

* Can be used as content on your website or blog

* Can be used as content in published e-books and reports (sold with personal rights only)

* Can be used in an auto-responder series

* Can be Edited or Spun however you wish

* Can be used to produce video articles

* Can be published off-line

* Can have your name put on them

* Can be rewritten for submission to article directories

[NO]This source file of contents:

* Cannot be sold or given away with PLR or any form of resale rights

* Cannot be added to PLR or IM membership sites

* Cannot be submitted to article directories without substantial alteration

If you want to compile the articles into an e-book or report you can sell or give away your finished ebook, but you must only give personal use rights to your buyers. In other words, you cannot pass on PLR or resale rights to these articles in any form.

If you are using the articles on your website it is a good idea to give each article a unique title. Keep the keyword in the title, or if you decide to change the keyword, change it in the first and last sentences of the article too. You can edit the articles for your website any way that you wish.

Remember: If you want to submit these articles to article directories it is important to rewrite them first, otherwise

your account could be closed for submitting PLR.

So, say you were able to acquire PLR for a particular e-book.

What are some of the things you can you do with it?

For starters, you can customize it with your name and contact information and start selling it. That is the fastest way to get going. But, it is only one way.

Next you can break up the book into separate chapters and then submit or sell these as articles.

On the other hand, if you were able to acquire PLR for a set of articles, you could combine them and package it as a book, which you then can sell.

OK, you've done that, now get busy and start changing the material's content by adding or removing details. You can also add pictures or illustrations as well as other media like sound or video clips. The sky is the limit.

Then you can use the same content to create short reports, follow up emails, marketing materials, website content or anything else you can think.

Did you know that.....

It is entirely possible to come up with a whole new set of products from a single material source and we are going to cover some more great ideas later in the course.

The Pros and Cons of Working With PLR Materials

A PLR product with full rights goes much further than a product with resell rights.

Because with PLR's you have the right to do basically whatever you want with the content. Which gives you the benefit of having your very own product without investing the time and effort of making it yourself.

For instance.... Having full PLR's to a batch of articles, you are allowed to do any editing that you want.

Plus, you can incorporate any links, images or additional content then include your author byline and claim the work as your own.

PLR materials come in many shapes sizes and forms including information products such as e-books, reports and articles.

They also come as graphic files, software, and more.

Using PLR For Research Purposes

One of the most time-consuming parts of creating content is the research stage, particularly if it's a topic that you're not all that familiar with yourself. It can take quite a while to read up on the topic, figure out what the market is looking for and then outline the content itself.

When someone writes a PLR package, whether it's a bunch of articles, a short report, an ebook or something else, they have to do the research themselves. Rather than looking at PLR as a shortcut to content creation, look at it as a shortcut to researching that content.

One thing that should be mentioned here is that this is all based on the assumption that you're working with high-quality PLR. If you buy a bunch of junky articles, there may not be any real value in them for research purposes either.

You can look at a number of things to use as inspiration for your own original content. This is most useful if you're writing about a topic you're not that familiar with personally, since it will all be ready for you to use.

The layout and structure of the PLR is also useful as a research tool. It can help get you started if you're facing writer's block, or you can even use it as a way to create a common "look and feel" across different related products.

Find a PLR Package That Over-Delivers

On the top of any Internet marketer's wish list is the perfect information product, all shiny and "ready to drive off the lot fully loaded," like a quality written PLR eBook with all the trimmings such as graphics, articles and autoresponders.

Does this seem like a dream? Actually, there are some great PLR packages out there, but you have to look around and do some detective work.

You might start your search in the Warrior Forum and look in the classifieds section or even ask who has this kind of offer.

While you will have to poke around and maybe even get on a waiting list, there are PLR membership websites that offer very nice PLR packages that are like a one stop shop.

Some membership sites will even take suggestions from members for topics that haven't been covered yet.

What does a perfect PLR package look like?

First off, you will look for one that is in a hot, evergreen niche like one that has to do with health, weight loss, relationships, hobbies and sports and the ever popular, "how to make money" and Internet marketing niches.

For the actual PLR package, it's great to get a 30+ page eBook which has basic formatting and a cover graphic, a smaller report to offer as a freebie on the squeeze page, a nice looking sales page with header graphics, 10+ article pack for use on blog or as auto responder follow ups, and a nice looking squeeze page template.

What can you expect to pay for such an over the top product? Let's first see how

much you would expect to pay if you hired someone to do it for you.

If you had to pay a ghostwriter you can expect to put out \$10 to \$30 a page for the eBooks and articles. That's \$500 and up. The graphics for the cover and header for the sales page goes for \$500 or so.

The sales letter would go for a minimum of \$1,000 for a decent one. All totaled, that's \$2,000 for a one of a kind product on a budget. You could easily pay 10 times that for top billed writers and designers.

If you come across a site that you pay \$199 a month for the PLR kit, then you're doing very well.

Even though there may be 200 licenses being sold, statistically only 20 will ever be used.

Avoid Private Label Rights Scams

With the internet chocked full of ways to make money it is very important to ensure that you are actually working on a legitimate way to make money yourself.

There are a ton of scams on the internet and if you are not careful, you can find yourself the victim of these scams and left out entirely in the cold. Be especially very, very careful about buying any PLR graphic packs!

In order to really combat these problems it is critical to know exactly what you are

looking for and be positively sure that you can actually make some money.

Your first step is to look over the sales letter, this means looking over all of it, and should tell you exactly what you are getting, and also exactly how much you can expect to pay.

For example, if you are obtaining your private label rights products from a membership site you should be told upfront what you can expect the site to give you.

Of course, they are not going to tell you exactly what they have available, but you should be able to at least come up with a few good ideas such as 100 website templates are included along with 1000 eBooks.

On the other hand if the sales page simply says that website templates and eBooks are included you could find yourself paying top dollar to only receive two templates and two eBooks.

This would after all be technically and legally acceptable with what they offer you based upon their sales information. However, as most people can agree paying a large amount of money for only two templates and two eBooks is not acceptable.

You should also look for very clear terms about payment, refunds, and satisfaction guarantees. However, as long as you are willing to really look over the details you can typically find someone to work with that does look after your personal interests as well.

If someone is actually providing a useful and satisfactory product they are not going to need to hide or lie about anything.

Be aware that some people simply don't understand that they don't have the right to, and can't sell other people's images or website content! So when you buy any kind of PLR always check the "Rights" or "Read this First" document in your pack to make sure they even HAVE a License included – and then make sure they are from *this* seller, and relate to *this* product being sold as PLR

How To Find Quality PLR Content

Where To Buy High Quality PLR

There are a ton of PLR suppliers around, with prices ranging from a few cents to hundreds of dollars. If you want to ensure you're getting the highest quality PLR possible, there are several places you should look.

I'm obviously going to suggest that you buy your quality PLR content from my site here: <http://www.learn-how-to-do-it.com/plr-article-packs.html>

And there are some other top quality PLR content creators that I buy from when I need content in nice topics and subjects that I don't already have available in my own store, and I'll share those suppliers names with you.

High-End PLR Sellers

There are some PLR sellers who specialize in higher-end packages, sometimes even products of their own that they're offering a limited number of PLR licenses for.

This is done in the internet marketing niche more often than any others, but if you're working in that niche it can be a great way to get a very good product that may even have a bit of history behind it.

Once you buy from these sellers, you'll generally be added to their email list so you'll get early notification when future packages are released.

But if you haven't bought anything, it's still a good idea to get on their email list because you'll see what's new when they release it.

One of the secrets to success with PLR products is to implement them as quickly as possible.

The longer you wait, the more competition you'll have, so it is helpful to get early warning when new packages are released.

PLR Memberships

PLR memberships are another good place to get PLR content, but there are a couple of things to look for.

First, see how long the membership has been running. If a PLR membership has been around for a couple of years, chances are it's going to continue to be around for a while.

A brand-new membership is not always as reliable, because many PLR sellers start out with great intentions but find it hard to continue to supply good content month after month.

That's not to say that new memberships are bad, just that you should be aware of this potential problem.

PLR Stores

There are a number of PLR stores that sell article packs, ebooks and various other types of private label rights content.

Much like with memberships, you'll want to check out the reputation of the seller before you buy anything.

Even just searching for reviews in Google can give you an idea of how good the PLR is.

But if you can't find anything, always start with a small purchase to "test the waters" before you buy a whole bunch of stuff.

Here is a list of the subjects and niche topics that my PLR store has content for sale in – and this list is growing bigger every week:

[Self Help & Career PLR Articles and content >>](#)

<http://www.learn-how-to-do-it.com/self-help-PLR-article-content-pack.html>

[Home & DIY & Gadgets & Garden PLR >>](#)

<http://www.learn-how-to-do-it.com/Home-DIY-PLR-article-content-pack.html>

[**IM & WAH & Home Business PLR >>**](#)

<http://www.learn-how-to-do-it.com/Business-PLR-article-content-pack.html>

[**Health Diet Fitness PLR Articles >>**](#)

<http://www.learn-how-to-do-it.com/Health-PLR-article-content-pack.html>

[**Dog & Cat & Exotic Pets PLR content >>**](#)

<http://www.learn-how-to-do-it.com/Pet-PLR-article-content-pack.html>

[**Hobbies & Arts & Crafts PLR >>**](#)

<http://www.learn-how-to-do-it.com/Craft-PLR-article-content-pack.html>

[**Holiday Seasonal & Christmas PLR >>**](#)

<http://www.learn-how-to-do-it.com/Holiday-seasonal-PLR-article-content-pack.html>

[**Relationships & Dating & Divorce PLR >>**](#)

<http://www.learn-how-to-do-it.com/Relationships-Dating-PLR-article-content-pack.html>

[**Travel PLR Articles & Holiday content >>**](#)

<http://www.learn-how-to-do-it.com/Travel-PLR-article-content-pack.html>

[**Money & Finance & Budget & Credit cars PLR >>**](#)

<http://www.learn-how-to-do-it.com/Money-PLR-article-content-pack.html>

[**Graphic Images PLR Packs >>**](#)

<http://www.learn-how-to-do-it.com/graphics-PLR-packs.html>

Ways To Make A PLR Package Unique

Probably the most important factor for being successful with PLR (private label rights) products is customizing it in one or more ways to make it unique.

If your audience can't identify it as being the same offer as another marketer who also picked up the rights, you won't need to worry about competition so much.

Graphics

Probably the easiest way to make it unique to your visitors' eyes is to create new graphics for it. That means new ecovers and sales page graphics in the case of an ebook or other info product, new headers or theme graphics for website templates, etc.

You can do this yourself if you're comfortable with graphic design or you can outsource it. Sites like Fiverr.com and the Warriors For Hire section on the Warrior Forum have plenty of people who do this type of work for relatively low cost. The few dollars you spend on new graphics can pay you back many times over.

Format

Another way you can customize your PLR is by repurposing the content into other formats. You could create a video and/or audio version of an ebook, for example.

These types of changes can add a lot of value to a package and if someone is comparing your offer to another marketer who is selling the same PLR, that additional content will usually convince them to buy from you.

You could even go a step further and create a "home study course" out of a digital product. Videos can be transferred onto DVD, ebooks turned into hardcopy books and so on. This will often take a package that might sell for \$27-47 in digital form and make it into one that can sell for \$197-297 in physical form.

Bundling

Bundling several PLR packages together into a larger, more complete offer can also be quite effective. They should be related to the same general topic, and ideally they would complement each other in some way.

This is more than just offering another package as a "bonus" mind you - it's really combining two or more PLR packages into a single larger package that covers a wider range of information.

Of course, you can also combine two or all three of these ideas to really make your offer unique. If you combine two or three PLR packs into a single product, have new website graphics made and then offer an upsell for a physical version, you can make some serious money

How to Profit with PLR articles

With one set of PLR articles and some creativity on your part, you can extend the life of the articles to the point where the content has more than paid for itself.

Here are some quick and easy ways that you can edit and use PLR articles to your advantage.

- **Change the title of the article.** If you are using keyword optimized articles, make sure you keep the keyword in the title.

- **Change the opening paragraph.** How can you say the same thing in a different way?

- **Go through the article.** Add or subtract a sentence or two.

Present the information in a different order.

Expand on certain points. Get creative and add your own flair.

- **Rewrite the ending.** When you do this, think about what you want the reader to do.

After you have edited the articles to make them your own, you can use them to;

1. Compile a short report.

Consolidate a series of articles of a similar topic and package them as a report.

While you may think that anyone can do this, you'd be surprised how little of this is done.

Many people don't have the time to read or the willingness to read several articles at different times.

Providing them a simplified version of the information they want will be a welcome offer for your visitors.

You can either give away the report for free, sell it as your own product or use it as content on your website.

2. Create a series of emails.

This is especially useful when producing material for an email campaign. A series is by far, one of the more effective ways to create a following with your audience.

Give enough to allow them a feel for what you're offering and hint at giving more of the same if they will subscribe to your mailing list.

In turn, your emails promote your website by inviting them to visit you on a more regular basis.

3. Create an e-book.

It is very easy for you to take a set of PLR articles and compile them into an e-book, for which you are the author.

Since you have created an entirely new product you can package it and sell with resell rights.

As you can see, using PLR articles are not only effective in providing truly useful

content. They are also time and cost effective.

How to Make Money with PLR e-books and software

Let's start with PLR e-books

Generally PLR e-books that are being sold are specially commissioned and written by ghostwriters. These e-books are usually geared to a specific market.

This is great for you because you can easily find professionally written ebooks that will fit into the theme and budget of your business.

There are a lot of things that you can do to maximize a private label e-books, so that you can get the most for your money.

First off I want to make sure that you know with a little bit of editing and ingenuity you can quickly end up offering an e-book to your customers that they will not find elsewhere.

This is great for many reasons. One of them is that you will NOT have to compete with other a hundred other resellers who all have the same product.

In other words you will have "NO COMPETITION".

This alone is worth the cost of the content. Seriously it's the fastest way to get to the head of the line.

As with the private label articles we spoke of last lesson the contents of the book can be modified to suit your target market.

Chapters can be rearranged. New sections can be added.

Titles can be modified. New pictures, ecovers and site graphics can be used.

This is the part where you can get really creative and put your own unique spin on the content to make it stand out from the crowd.

Just imagine after making some simple changes you will have created an entirely new and unique version that you can offer to your customers.

One with your name on it, one that will promote your products, your affiliate programs and make you all of the profits.

The same holds true for private label software.

The core technology of the product can be created by another person or company, but when you purchase the private label rights you will have the ability to place your own name and brand on the software.

With most PLR software you will be able to change the layout, color schemes, logos among other options that to make the software look like it was created by you.

You can be a software designer and you never have to write a line of code!

The only drawback with PLR software is that unless you are technically inclined you may have to hire someone to make the modifications for you. But don't let that stop you.

Most of the time you can hire someone from Elance.com or Rent-a-coder.com do the job very inexpensively.

There is a great market for software and a savvy marketer can profit greatly from PLR software just make sure you check out the product thoroughly and you know what you are getting for your investment.

How Do You Use PLR to Slay Your Competition?

That was the question asked of fellow Warrior Forum members – who are big buyers of PLR content from multiple providers.

I thought that for those who haven't yet tried PLR, or even those who have but don't feel they use it to its fullest extent, this might provide fresh insight into how you can buy dirt cheap content and use it to help you make money online!

I'm going to list the responses I got – the username of the Warrior Forum member, their comment in bold – followed by my own commentary of what they said in italicized text.

Some may be things you already know but others could blow you away with a strategy you hadn't yet considered!

prats2992:

I use PLR in videos! I blast these videos onto YouTube and then backlink the videos. I get a LOT of traffic from videos and I owe it to PLR because I would not know what to include in my Videos!

Then I use them for creating an autoresponder series and then provide the same content which helps me build a list and get more subs. I also use PLR for submitting articles to article directories to build backlinks.

BUT

The main thing I use my PLR for is for backlinking and I backlink the ** out of my sites blasting AMR 24*7. I personally feel that Backlinking is the best thing you can do with PLR but you may agree or disagree.**

I use Article marketing ONLY for some of my sites and I cannot do it without PLR!

So - PLR is one of my MAIN requirements and I simply cannot do without it!

This Warrior Forum member has a great tip here. Many of you are scared to get on camera, and using PLR to create screen shot videos is a wonderful way to get that YouTube traffic without having to show yourself.

Here's how I would do it

Go to Google and type in "free PowerPoint themes." Find and download a theme that you like.

Take a pack of PLR and make one video per article. You can post bullet points on the pages, but the viewer will hear your voice fleshing out the ideas as you read the sentences in the article.

You need to talk slowly so that you don't stumble or mess up.

Cofresi:

Even though PLR has the potential to be detrimental if you simply copy and paste the PLR content to a site or article, I have found it to be very useful when preparing my own products.

You see PLR is not to be seen as easy content. It is to be use as part of your arsenal. An arsenal which if treated the same way as any other superpower, and you will be if you use it right, requires that you know how to use it.

In my instance, The PLR I acquire is to be reviewed by me first, improved and most times re-written whether by spinning then manually checking the syntax.

After which I proof read then correct my syntax and proceed to publish.

(no, not the same way as this post has been).

When I check my finished product with copyscape, it might have some type of duplicate content, but not all of it, and that is great for me.

I disagree that PLR is detrimental in any way when it is just copied and pasted to use "as is". Only if you put the same content twice or more on your OWN domain.

And that's from the horse's mouth (Google). [Read it here if you like.](http://googlewebmastercentral.blogspot.com.au/2008/09/demystifying-duplicate-content-penalty.html)

If you just want the short version, Google states, "Let's put this to bed once and for all, folks: There's no such thing as a "duplicate content penalty."

If Google detects duplicate content, then they look at many parameters to figure out which site is the best one to show for that particular content.

It's not a penalty, but a choice for variety – so hopefully your page will have other factors like backlinks, etc., that make Google choose you!

This Warrior Forum member talks about spinning – and this is another popular way people have success using PLR and avoiding any duplicate content fears.

I'm glad they mention proofreading, too – that's important when spinning an article.

John Taylor:

I could go on for hours and hours, there are so many different ways that we can use private label rights.

So, let me share just one of my little "secrets". ;-)

First of all I find a good quality short report or e-book that is relevant to my niche market. I then review the original word document, reformat it to match the look and feel of my own products and I embed it with coded affiliate links that can be rebranded using viral PDF.

I then convert the document to PDF create the branding tool and package it all together in a zip file.

Finally, I upload it to my website and send out an e-mail to all my affiliates explaining how they can rebrand of the report with their affiliate link and send it to their subscribers.

In my opinion the less work your affiliate need to do the more likely they are to promote your products. Private label rights offer a great opportunity to go one step further for your affiliates that many of your competitors are likely to do.

Wow! John hit one out of the ballpark with this tip! I LOVE catering to my affiliates and being catered to AS an

affiliate. He's using PLR two-fold – to make money with his links inside and by allowing affiliates to promote for him, too.

I have lots of niche reports and eBooks on <http://www.learn-how-to-do-it.com/plr-article-packs.html> so you might one in your niche that you could do the same thing with.

SandyDuPlessis:

I must admit that in the early days I really struggled with PLR. For some obscure reason I could not manage to spin or rewrite them so that the articles looked good. I eventually realized that the problem lay with the fact that I was looking at the entire article instead of its parts.

So...

Whether I am slaying my competitors or not, my current "system" works for me.

Having purchased a relevant pack of PLR (by this time, I already have the keywords I want to use). I then do a quick rewrite by simply rewriting each sentence in my own words. Sometimes I either drop a sentence or perhaps add one in.

Once I have rewritten the pack, I go back to the beginning again read them over and make a few changes if necessary to improve "readability" and add in my keywords if I haven't already done so.

(I often forget all about the keywords when I am writing).

My next step is to team up with my favorite SEO plug-in, which is forever making me change things and is never happy with my keywords. Once the plug-in is satisfied, then so am I.

In this way, I do not have to spend hours researching a topic, and I still land up with an article that is original.

On occasion, I even go so far as to copy what I have written and then delete my post before submission, so that I can submit it elsewhere, such as an article directory. I do of course double-check with CopyScape to ensure that I have not slipped up and inadvertently plagiarized anybody.

She has a great point about time. Research comes hard for so many people. You can use PLR as nothing more than readymade research if you're a stickler for writing things yourself!

cyberws:

It's true that we need to rewrite PLR a bit if we're going to post it on our blogs and sites. But there are multiple uses for PLR that require no editing.

1.) PLR is incredibly valuable for providing structure and research for unique articles. A good PLR writer has already provided the information that we include in the article, thus sparing us the necessity to doing our

own research, which can be quite timely.

In addition, we can follow along and use their structure - for example, "There are three reasons for (whatever)." All we need to do is rewrite the original wording. A tip: if there are several reasons, I like to rearrange the order a bit to make it more unique.

2.) We can use a PLR article "as is" for making a video. We can either put the words on the screen or find appropriate pictures to illustrate whatever point we're making. The second choice is more interesting to our audience.

3.) We can strip the video portion of the article we just used and create a podcast.

4.) We can use that same article + the pictures used in the video to create a slideshow.

5.) We can compile several un-edited PLR articles into a topical PDF and:

- Offer it on our blog/site as a freebie to get contact information
- Submit that PDF to sites that download free ebooks
- Offer it to our affiliates as a handout
- If we spend more time, we can create a report or eBook that we can sell

- We can post it on doc sharing sites

6.) We can spin a PLR article for multiple backlinks.

7.) Using several PLR articles on the same topic, we can create an autoresponder series that includes some links to profitable products.

8.) If you are in the BtoB market, offering reports or autoresponders can induce businesses to sign up for your services.

This Warrior introduced a new concept to PLR that hadn't been discussed previously – podcasting! You don't have to edit. You don't have to be on camera. You just click record and read!

Many people like to learn by listening as they ride to work, exercise, or even work on other things (multi-tasking!) so you could take the time to create podcasts out of the PLR you buy and smoke your competition because most of them will simply copy and paste the words into a blog!

razztek:

I have different uses for PLR, and when I buy it I usually have a certain purpose in mind. Here are some of my more recent uses, although I have other reasons that I buy PLR:

1.) Buy relevant PLR for bonuses to a product that you created or that you are promoting. Everyone is into review sites, and a lot of times it's the best bonus package that wins.

If you find GOOD PLR, you can probably just change the title of the report and offer that as a bonus. If you get the PLR off a more popular website, you'll have to tweak it more, but you can still make it somewhat unique and make it a valuable bonus.

2.) I take a good PLR report and break it up into articles. Then I do a quick rewrite of those articles. Honestly, the rewriting takes no time at all. Once I have rewritten them, I set them to post to my site over a period of days or weeks. Once the article has gone live, I use it to submit to EZA and other directories.

3.) Working off of #2, once I get a PLR report down to articles, then whether or not I rewrite it (better if you do, sometimes I get lazy). I take the best parts and put into Powerpoint or the OpenOffice alternative and create a short video to upload to multiple video sites.

Then I take the articles and upload to doc sharing sites. If I feel energetic enough, I'll create an .exe file from them and upload to software directories.

4.) Buy several pieces of PLR in the same niche - a report, articles, etc. - and then combine them into a larger report. Many times you can get article packs for dirt cheap, then organize them into a logical order, then just create a big report out of those. No real need to rewrite, but obviously better if you do!

I use PLR for other things, too, but hopefully someone can get an idea or two from this.

Man Rob went nuts with some great ideas! He's so right about the "Best bonus wins" concept. Even smaller promotions often have bonus wars, so a simple PLR product can help you make the sale over your competing affiliates.

And I like that he talks about breaking reports up into articles. And compiling articles into reports. So many people don't do this! I know I allow people to take the eBooks and reports I sell and break them up – and compile things, too! And buy from multiple sources and have an even more unique offering!

I never even KNOW about the EXE software option! How cool! Great idea.

Darren C:

I like to use PLR in one of my back linking strategies, I do keyword research on the word or word phrases I wish to rank from.

Then I will have it change up, usually by having at least 3 variations of each sentence or paragraph rewritten, "normally outsourced."

Then I will have these new articles spun to then be distributed through a couple of article traffic systems to build links back to site pages, articles on directories and videos.

I use some of the articles and use them on web 2.0 property sites or for

guest blogging in that niche to create more links back to pages on my site.

I also like to take out the main points of the article and put it into a video and upload to YouTube and other video sharing sites. If the plr is good quality, I will use it as an ebook to sell or give away as a bonus.

I hope by now you're seeing how many of the PLR slayers out there are using video! Did you know Camtasia has a freeware version you can use? It's called CamStudio.

Dustin_M:

My favorite way to use PLR can be summed up in just a few words: The Amazon Kindle.

Unlike most lazy marketers (the kind I like to compete against), however, you can make your eBooks stand out with just a little bit of extra work.

Instead of simply copying 10 - 15 articles into an eBook (from one author), I browse a few PLR sites for content that is well written around a common theme. I for example, really like a handful of PLR sellers (i.e. Tiffany, Ruth, Peggy, etc).

Once I have found 15 to 20 articles from two or three sellers, I read through the articles to make sure they all have the same voice. If they sound good, I grab a picture from a stock photo site, and publish the book.

Not only do I generally recoup my investment within a few days, I have also set up a really nice passive income stream going forward.

Excellent strategy!! Kindle downloads are so popular. You can price the books cheap and really recoup your investment because the PLR content is also cheap.

For stock photos, you can get PLR packs like I have here: <http://www.learn-how-to-do-it.com/royalty-free-plr-stock-images.html> and for images I don't have already I like to use Fotolia – and always buy the smallest version – they're actually really large!

Ruth P:

To begin with, I only used PLR to fill up my blogs with content. The idea was, the faster I could get a lot of content on there, the faster the search engines would rank me for lots of long tail keywords.

And, believe me, I am a fast writer to begin with, and I have no problem creating my own content from scratch either, but with PLR I think I was able to produce a lot more content than I would have normally, even though I do take the time to rewrite it.

But since the early days I've come to realize that PLR can be used in a whole range of different ways, and I've even started to find creative ways to repurpose one set of PLR again and again.

I will now cut up PLR articles, pick and choose which bits to include in opt-in reports, use other parts for email autoresponder messages, and more again for the blog posts.

So how do I use PLR content to help me slay the competition? It helps me to create content a lot faster, where I would have sat spinning my wheels. It also gives me an instant freebie to start building my lists, without which I might not start building a list at all.

Ruth (a fellow PLR provider) makes a good point about list building. We always hear people gripe about not having a list. All you have to do is sign up at Aweber and buy a cheap PLR report and your squeeze page has a freebie to convince people to sign up!

And you can even split test squeeze pages. Perhaps one niche PLR report gets more sign ups than another.

TPFLegionaire:

The first thing I do when planning to use PLR is to check it in copyscape, You would be surprised at the amount of times I have found no instance of it being used, conversely I also do my best to use it first.

Then comes the rewriting, I use the best spinner to help me in that task. There are many ways to spin but the bottom line is that, at least for me, it is easier for me to rewrite than to write.

The other way I am finding PLR to be hugely powerful, is in translations, as you can be pretty much guaranteed a 100% unique article. I now always make sure to request translation rights to the PLR I buy (at least in French).

The abundance of English PLR will make developing my French business interest a lot easier and cheaper than starting from scratch. I also don't have to worry about Copyrights in doing so.

I've done that! Sometimes I'll take a pack and it's not anywhere online. And that doesn't mean no one else has bought it – it could mean they're using it somewhere that Google isn't scanning it (like a download or email).

And this Warrior was on target about translations! Very unique PLR tip!

immick:

I use PLR to get ideas for my main blog series post and autoresponder series. It helps get started during those "writer's block" moments. I only post them to my main blogs after I do a complete, and I mean a complete rewrite because I want that content to be as unique as possible.

I find that PLR reports work best for this kind of rewrites. It is easier to be sure that the content I want is truly written around a common theme.

I then take excerpts from this theme to create videos that can be uploaded

to the main video sites. Of course, it helps to backlink to the published videos which in turn creates more tier backlinks to my main site.

These same excerpts can also be used to make quick post on related forums, generating more quality backlinks.

I use PLR articles for my next link building strategy. Using PLR in its original article form, I use The Best Spinner to create spun content to post on my Web 2.0 sites to create second and third tier backlinks.

Oh for you writer's block sufferers, PLR can be a blessing!

And here's someone who is the first to mention forum posting for your PLR! You can come across as an authority figure. Turn the PLR into a real post – don't paste an entire article there. And your signature file can point back to your site.

Link Money:

PLR Fills the voids in my word output.

I take all or parts of PLR articles and use them as fillers in my normal posts. I operate over 100 sites and there are just not enough hours in the day to do them all justice.

It is always easy to find some articles that are close enough to what you are writing about that you can just pick a few paragraphs and flesh out an otherwise thin article.

However my very favorite way to use PLR is by using PLR ebooks to build a list, and to give an existing list some unexpected bonuses. We do not always have to sell, sell, sell. Sometimes it is just a cool way to cement a relationship with your list by sending them a free gift that they did not expect.

When I use PLR ebooks I always make a new cover using fiverr contractors and usually write a forward to the ebook to brand it to my site or offer and I always get visits from the ebook pdf. Double whammy.

This is what I sometimes use PLR for – just as a jumpstart for my own thoughts. And this Warrior has a great point about giving to your list.

They won't care if it's a PLR eBook if it's GOOD and helpful and relevant to them! And unexpected gifts are the best kind, too.

This person also has a great tip about using fiverr people for an eBook graphic – GREAT idea!

Kecia08:

I use PLR as a basis for content on many of my niche sites. I try to only use quality PLR that I know someone has spent time to create rather than the rashed articles that are already plastered all over the Internet.

It just helps me write content much faster. I use it as a springboard, not just something to rewrite and slap on

my site. I will usually produce one unique article from 2-3 PLR articles by combining ideas.

I am just now getting to the idea of creating reports from PLR. After getting your IM Writing Tips on gathering and structuring ideas, I finally feel confident to put together opt-in reports to build lists in the niches I am in.

I'm also currently editing and rewriting a PLR ebook to sell as my own, and plan to do more of this in the future.

The biggest reason that I use PLR is simply to cut down on the time spent creating products and content. It fuels my writing with ideas I may have not come up with myself. Without quality PLR, I'm sure I'd be suffering from writer's blocking more often!!

I often use PLR as a base for creating eBooks to sell from my site, or to create free reports to promote my site or books.

Often you will find PLR content and books that has been written by a true expert in a field, and they simply do a better job of explaining the problems and solutions in that niche subject than I ever will.

1. **Ricky Allen**

All of my many ebooks have been written exclusively by me or by me

and my JV partners BUT.....
I also use PLR.

What I do is use it to give added value to the products I am selling.

I go for articles or content that is in the same field as my product.

I then think of a great title for what will be the, or one of the, bonus products.

I have a new cover created for the product, which will include the new title of course.

I create the bonus product and always add additional information of my own to it.

This is where the intensive research work I carry out, or have carried out on my behalf so that even for the parts of the bonus information I have not written myself I know exactly what it all refers to.

Also I try to use PLR that has a limited number of sales as well so there is not a glut of the same information going around.

When people worry so much about duplicate content by the way that will only be a problem if everyone is able to sell it of course.

Plus as I am using PLR for a bonus product my main product is of course totally original.

Added value to existing info product creations is a wonderful example of how

something that costs a little bit can go very far in creating good will with your customers.

2. **ThrillerAuthor**

Oh, PLR what would I do,
You fill my days with subject matter,
PLR, I cannot live without you,
You make my text so much fatter.
With you I can market my articles
For backlinks and visitors galore.
Quickly mixing and matching you up,
Switching and swapping into
particles.
Always giving me more and more,
PLR, you surely overfloweth my cup.
PLR, with you I create beautiful
books.
Books filled with facts and tips
Suited for animal lovers and cooks,
All made from various PLR clips.
Online videos I do make too,
As well as ebooks that go viral
Free reports to give away
As product bonuses, that I do.

PLR, you return just like a spiral

PLR, you are surely here to stay!

Oh, PLR what would I do,

**You fill my blog posts with
substance,**

PLR, I cannot live without you,

PLR, I have loved you ever since.

Ha! This was a cute entry but let me pick out the important points for you. Use your PLR for backlinks. The author talks about mixing and matching the up. You could find PLR from me at <http://www.learn-how-to-do-it.com/plr-article-packs.html> and then go to another competitor like the [PLR Mini Mart](#) and smash those two packs together to create something new!

This author also mentions video, viral creations, product bonuses, and blog filler. Most people just buy a PLR pack and use it ONE way.

The key point this author makes is that you should exhaust your options with the PLR you purchase and then go buy some more!

3. **Gujju Boy**

I use plr for many purposes. New PLR articles are great for my niche site. I generally spin them manually and post multiple versions on my website and on other article directories.

Few days back, I was able to create 100 different versions of 1 plr article and now will be using them on my new website.

I do buy different type of PLR articles from different content provider and have joined a new Health PLR site for more health related articles. PLR articles are great for valuable instant content and niche ideas. PLR Ebooks are ever better.

Many times Graphics and ebook cover are also included which adds more value. I can get a whole product ready and usually use that Ebook to make people subscribe to my list. Overall, it helps me to cut down my time and speed up my overall marketing process.

I am using PLR articles for my new website which I want to rank for very competitive keywords.

It's amazing what some of the better article spinners can do when you make the extra effort to manually enter the syntax and proof the results. I have used Magic Article Spinner but as a fast writer, I find it easier to write from scratch.

skyla

I mainly use PLR to help spark ideas for my content for my blogs. I recently used some of your PLR articles and combined them together into a report and will use this as a freebie for when someone opts into my list.

I then took one article so far, have more to do and created a video using PowerPoint with a voice over. You can find plenty of free templates that make your videos look great quickly.

I will then use the articles as a basis to create new articles which I can then submit to directories. The original PLR will be slightly modified and posted to my website.

I have only recently started using PLR myself this way and have found it to be an easy way to get your blogs filled with content. I love to schedule my posts for a week or two and then I have a set it and forget it site.

I mark the date on my calendar so I know when I need to get some more content ready. Helps to keep me organized that way.

My goal is to try and reuse the same PLR over and over in different ways and post to many different sites as a way to get backlinks as well.

I love the way this Warrior uses PLR to advance schedule the fodder of her blogs! Sometimes, especially when we have many niche sites to contend with, we get bogged down in other tasks and before you know it, it's been a month since you posted anything new! PLR is a quick, cheap fix for that!

4. **Oggyoi**

I don't but am willing to be converted!

I have never used PLR as yet, but hopefully one of your pieces for free will inspire me to start to use it.

I'd say I would use the PLR as a base to work from; run it through Copyscape and then to do my own re-write up. I'd also then spin the article and proceed to get it out into the Internet, submitting it to EZA and other directories.

I am hopeful that these articles would give positive results on both my main sites and my Web 2 pages. PLR would be a great way to get more backlinks, I'd guess depending on just how good the articles were.

Like with most services / products, I'd only go to suppliers of PLR who have a great reputation for quality products.

I went ahead and added this person's input in because many of you are where he or she is now – contemplating using PLR, but not quite sure. They have a good basic understanding of how PLR works but haven't taken the time to see if it can really pay off.

And they make a great point of emphasizing quality – why buy crap PLR? You might as well close your eyes and randomly hit buttons on your keyboard – it would work about the same.

The main way that I use PLR to slay my competition is by using it to regularly update my web sites to keep them fresh in the eyes of Google.

While my competitors are struggling to find the time to research and write new content I have the edge on them.

This is because the biggest time suck in writing brand new content isn't so much the writing, it's the researching. That's the brilliant thing about PLR, the research has already been done for you.

I tend to rewrite all of my PLR, but I don't mind that at all. It's a lot easier to rewrite an article than conduct the initial research for it.

Using PLR I can update my web sites often. I can also build out sites to make them much bigger much sooner that if I was to create every article from scratch.

PLR is such a time saver I can't think why anyone would NOT use it!

Stephen's correct in knowing that Google loves fresh sites. And once again, someone touts the value of using PLR as a springboard.

He's creating authority sites using PLR while others wind up scraping smaller ignored sites because of a lack of time to invest in research and writing!

5. **StephenDavies**

twinpeaks

First things first, I am a lazy writer. My time is for learning and promoting

PLR contents. I do keyword research for a particular PLR and get a relevant URL domain, post some contents of PLR first, then post PLR content regularly to attract Search Engines automatically. Search Engines will come into my site automatically with all my new and refresh PLR contents.

I don't even have to promote my site through tedious jobs like social bookmarking, articles submission and blah blah blah. Ironically, my website still becomes one of the famous sites, thanks to PLR contents.

The benefits of PLR are huge and uncounted, especially very time consuming to every Internet Marketer. Time is your most valuable weapon that greatly helped you blow the competitors out of the water.

*Hey I'm a good writer, but also lazy!
Time is indeed a precious commodity as an Internet Marketer – we all have better things to do than the grunt work of writing, which is why ghostwriting and PLR are such booming businesses!*

hikmah10

I love PLR,

I can't live without PLR

I used PLR to submit in my article directory, add more sentence, add my anchor text, spin and submit them

I used PLR to submit in my blog network, give them personal touch,

add anchor text, spin and submit them

I used PLR to my web20, make them usefull to became attract traffic to my clien website

I used PLR to make ebook, and submit it in all ebook directory

I used PLR to make my video, and submit it in all video directory

hmm.. actually...

I'm running local seo business and all of my backlink submit were depent on PLR , never pay for writers again.. , and all my PLR I got without pay anything

now, I'm trying to used PLR to build my adsense sites, my amazon sites, clickbank sites, and PLR product, hope its works like i did to my seo business

PLR is great for people who struggle with writing. For instance, many online marketers want to target an English speaking audience, but have trouble with the language. So PLR works well for them.

And they can be used for all sorts of sites – blogs, Amazon and AdSense, and more!

6. CC

I use PLR to get traffic associated with my niches by posting it on document sharing sites, and convert

it to a PDF to post on Ebook sites. Plus getting really good PLR helps me keep up with having fresh content on my sites.

Sometimes I use the PLR as is, but mostly I rewrite it in my own words and add to the value and content of the original. I make a video and if that's not possible, then a PowerPoint presentation works just as well.

I also use it to generate a list, after I have given it my touch. I don't hand it out all at once, but use it to create "mini newsletters" for my subscribers. Every now and then I will put it all together as a report and send it off as a freebie to my list.

Sometimes I also use PLR to learn about things too. I have gotten quite a few little gems out of buying a PLR package as opposed to WSO's. And you have the added bonus of a product to sell.

Several people have mentioned document sharing sites. Make sure you aren't using the Word or TXT version when you do this – convert it to PDF first and include your links in there so you can make some sales!

This person is the first to mention mini newsletters – what a GREAT idea! Take some time and create bimonthly or monthly newsletter from compilations.

And they're the first to mention using PLR for YOURSELF! It's a great way to learn about new subjects or niches that you want to start working in.

I have also had PLR buyers tell me they bought certain eBooks like one on Depression if they felt sad, etc. There's no end to how PLR can be used with you as the recipient of the good information!

7. **ThousandDollarDays**

There are two things that I make certain to do when using PLR:

- * make it relevant to my micro-niche
- * make it relevant to my personal site

To make it relevant to my micro-niche, I make sure to research relevant keywords and shuffle them into the plr.

For example, a PLR article on banking fees becomes an article on "how to save money for your family vacation".

Hard to see the relevance at first glance, but a family looking to save money can do so by minimizing bank fees, so the entire PLR article can be slanted towards my micro-niche by just thinking aloud for a little bit.

To make it relevant to my personal site, I make sure it fits in with my "voice". We all know what happens when we try to stick PLR content that was written by a non-native speaker directly onto our blogs - it sticks out and doesn't blend with the rest of your site.

So if you are going to use PLR on your own site, make sure to inject some of your own experiences and observations into the content you want to use. A PLR article on barbeque grills would look too cold and commercial just lightly reworked and thrown onto your site.

But simply describing the memories of your past July 4th grilling burgers will stamp the article with your own personality and sit perfect in your site.

I love the way this Warrior instructs you about shuffling new keywords into the PLR content. You can swap stuff out and go for a phrase other users aren't! This person gives an awesome example of developing a unique slant, too!

Totally agree with the injection of personality too. This is what I do if and when I use PLR content. Make it your own. Great examples!

mrdomains

What to do with PLR material? It all depends on the quality and freshness of it. Poor, rehashed PLR is not much good at all. The difference between good and bad PLR is huge.

Good PLR is a great time saver and can be a real source of inspiration. It is often better researched and more fluently written than many custom articles I order from writers.

Once I find a good source I use the PLR material as a blueprint for

content and products. Anyone wondering how to create your own product in a day or so.. there you have the answer.

Why invent the wheel? Someone else has willingly done the research and is offering it at a reasonable price with a license to use it as your own.

I use PLR for backlinks but often also for products. Whenever I want to enter a new niche I always start by picking up some good material. PLR is a double whammy because I get to learn something new, and I can use it to make money.

I often find it easier to write a new report based on a dozen PLR articles about the same topic instead of just rewriting an existing 12 page PLR report. Why? Because it is so easy to fall into the same flow and voice as the existing report... I'll take the research but like to give it my own touch. Hope that makes sense.

Another Warrior touting the benefits of using PLR as a learning tool for yourself.

And this person is right – good versus bad PLR is a major success or failure factor in using it.

Istoops

I love to use PLR to build my lists in niche markets such as weddings, cooking, etc. All I do is create a squeeze page, load up my PLR and start promoting my squeeze page!

My freebie is my e-series or e-course that is completely PLR. Or I use mash up different pieces to PLR to create a ebook to give away. I just add my affiliate links or a link to my product depending on the niche.

I get enough PLR to load my autoresponder for at least a year! If you use the right keywords you can rank your squeeze page on page one of Google and if your offer is good enough you will get subscribers. Talk about hands off! It is a GREAT way to build a list without having to do much work at all!

If you want to get really serious you can then send them to an offer such as an ebook or video course that is completely PLR too. Then you can separate your buyers from your nonbuyers. Fun stuff!

Autoresponder series that last a year are great! At the [PLR Mini Mart](#), one PLR writer specifically started creating these packs that had 52 articles (enough to email your customer once a week for an entire year) PLUS a 5 page report that can get the person to opt into your list initially!

These are some of the most sought after PLR packs because as they say, “the gold is in the list,” so you have to start building it – but then continue being in front of your audience!

In conclusion:

I hope you’ve enjoyed getting some varied insight on how to use PLR to beat

your competition. The main things I loved in the responses were:

- Exhaust the PLR in multiple ways – NOT just one method.
- Use multi media formats – text, video, and audio.
- Use PLR to capture an audience, cater to them, and convert them.

Well, I hope that this has answered some of your questions about what PLR is and how to best use it to make you a heap of money online!

And remember, when you need quality PLR content, at unbeatable prices, with lots of useful bonus gifts included, come shop with me!



<http://www.learn-how-to-do-it.com/plr-article-packs.html>

Helene Malmsio



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