GROW YOUR
BUSINESS
with
PLR

THE
ULTIMATE GUIDE

REVIEW PLR

Copyright Notice

Table of Contents

5 Steps to Buying High-Quality PLR

Is PLR (private label rights) content still popular?

It is! That is because it's still the quickest, easiest, most affordable way to get your high-quality hands-on content.

However, there is a problem…

There are a lot of PLR vendors online. LOTS! If you want to get the top-quality content, you cannot toss a dart out into the air and expect to get good results. That is why you should follow these five simple steps for finding and buying the absolute best PLR online. Check it out.

Step 1: Determine Your Needs

The first thing you need to do is figure out what you want and need in terms of PLR content. To help you figure it out, ask yourself these questions:

- ✓ *What niche? And what specific topics do you need?*

- ✓ *How do you intend to use the content? For example, are you going to sell it? Use it for traffic generation? Upload it into an autoresponder? Use it for lead magnets? Post it on your blog? Use it for social media content?*

- ✓ *Do you plan on tweaking the content? If so, how much? Generally, you should modify all content at least a little bit. However, to what extent do you plan to modify it? Are you going to put it in a completely new format (such as creating a video out of text content)?*

As you answer these questions, be as specific as possible to whittle down the playing field.

You may plan on using PLR content mainly to create blog articles and email newsletters. In that case, you'd look for these types of PLR:

- ✓ Blog posts.

- ✓ Articles.

- ✓ Emails.

✓ Reports where you can pull out excerpts to create articles.

✓ eBooks where you can pull out excerpts to create articles.

✓ Short content (such as social media posts) that you can compile to create articles.

Your needs will determine what to look for in terms of quantity and type of PLR.

Once you know what you need, then you'll be able to start shopping around for content.

Interested in a case study about How to turn a PLR product into a revenue steam? **Click here**.

Step 2: Look for PLR Sellers

Begin a potential list of PLR content that you want to buy. You are ready to look for PLR sellers.

Here are three good ways to do it:

Go Straight to Reliable Vendors

If you have purchased PLR content in the past and you were happy with it, add those vendors to your list. Even if they do not sell the type of PLR you are looking for now, add them.

Why?

Most PLR sellers have their pulse on the finger of the industry. So even if they don't sell a particular kind of PLR, they most likely know someone who does. Ask them to provide their affiliate link when they direct you so that they get a commission for their efforts.

Run a Google Search

To continue building a list of potential sellers, your next step is to search Google.

Below you'll find some search strings to enter to uncover PLR vendors.

To narrow down your results you can include your particular niche search terms (such as "gardening").

Below is an example of search terms.

Note that you should use both "PLR" and "private label rights" in your searches, but for simplicity's sake I'm not listing all of them:

- ✓ PLR
- ✓ PLR content
- ✓ Private label rights
- ✓ Private label rights content
- ✓ PLR articles ✓ PLR reports ✓ PLR eBooks
- ✓ PLR blog posts
- ✓ PLR emails ✓ PLR videos
- ✓ PLR audios
- ✓ PLR multimedia
- ✓ Best private label rights
- ✓ PLR sellers
- ✓ PLR vendors
- ✓ PLR providers
- ✓ PLR content providers
- ✓ List of top PLRs
- ✓ PLR reviews

Note: Check the sponsored ads in Google alongside the regular search results as you complete these searches.

Ask Your Network

Poll your audience and colleagues on your blog, via your social media accounts and through email to find out where they go to get high-quality PLR in your niche.

Step 3: Research the Sellers

At this point you should have a pretty long list of potential vendors. Not every vendor will not align with what you need. Below you will find a quick checklist of what factors to look for when choosing vendors.

NOTE: *If you do not know much about a particular seller, then you need to do your homework. Research the vendor's name and business name in Google to find out more about the following factors.*

✓ **Good reputation in the niche with customers.** Consider it a red flag if you see a pattern of customer complaints such as not honoring a refund or other poor customer service practices.

✓ **Good reputation in the niche with affiliates and business partners.** Consider it a red flag if a vendor has problems honoring agreements with business partners. (such as not paying affiliates.)

✓ **Established, longtime business.** Look for someone who's been in business for several years. You will know they'll be around for the long haul to enforce the terms of their license (which protects your investment).

✓ **Good first impression.** These days it's quite easy to create a professional-looking website, even without techie knowledge. For example, almost anyone can install WordPress, choose a professional theme, and put their best foot forward. Point is, if someone doesn't have a professional site, then it makes you wonder where else they may have cut corners with regards to their PLR content.

Step 4: Review the Content and Offer

Once you're satisfied that the seller has a good reputation, then it's time to look at the content and the offer itself.

Here are the questions you want to answer before you jump on an offer:

✓ **Is the content well-written and well-researched?** If you don't see any examples offered, ask for them. You might also ask for examples of past content, to judge consistency and quality over time.

TIP: Be sure to fact-check the samples for accuracy. Written content is worthless if it's not also well-researched and accurate.

✓ **What format is the content offered?** Make sure that all pieces of the package are editable. Naturally, they should be in a common format that you can access, such as .doc, or .txt. Keep in mind that .pdf format is not easily editable.

✓ **Does the offer include extras?** These extra may include items such as sales letters, ads, solo emails, website themes, graphics, and so on. In other words, if you plan on selling this content, then check if it's a "business in a box" package that gives you everything you need to start taking orders right away.

✓ **Who created the content?** Did the vendor personally create it? Did he or she outsource? If this person outsourced, how do they know the content is original and not going to incur legal problems such as copyright infringement?

✓ **What is the price?** Be sure to compare the price with other similar offers in the niche. Don't shop around just based on price, but you can throw it into the mix as a factor to consider.

Step 5: Check the License

Before you select one or more PLR offers that you want to take advantage of, you'll need to check the licensing terms to find out what all you can do with the content

This is important. Don't assume that all private label rights licensing is the same. Some sellers may even have different definitions for PLR, so read the licenses carefully to be sure the terms are agreeable with your business model.

Here are questions you'll need to answer before purchasing a PLR offer:

✓ **How many licenses are being offered?** A good PLR offer should have a maximum cap on the number of licenses offered (assuming the licenses aren't transferable). The lower the number of licenses that are available, the more valuable your content, and the higher the price tag for the offer.

✓ **Is the PLR license transferable?** Read the terms very carefully here. If the PLR license isn't transferable, it means that whatever number of licenses that are being sold are the ONLY licenses that will ever be sold.

So, if there are 500 licenses available, then the maximum number of people with rights to the content will be 500.

✓ **On the other hand, if 500 *transferable* licenses are being sold***, then you can't predict how many people will end up with rights to the content.* There could be tens of thousands of people who all have the rights to the content.

✓ **If you do not intend to do a lot of rewriting**, stick to offers with non-transferable licenses and low caps on the total number of licenses available. That way you won't have much competition.

✓ **What are the terms with regards to modifications?** Again, make sure that you have the legal right to use this content in the way you want to use it.

o Can you turn the content into another format, such as text content into a video?
o Can you turn digital content into a published book?
o Is there a certain percentage that you're absolutely required to modify before you can use the content?

What are the terms regarding putting your name as the author?
For example, do you need to modify the content a certain percentage before you can claim authorship? Or, conversely, are you required to remove the original author's name whether you modify it or not?

TIP: This last point is important if you want to buy content from a well-known name in the market in hopes of using their branding to make the sale. If you're required to remove their name, then you won't get any branding benefits.

✓ **What are the terms for using the content?**

Can you sell it?

Can you give it away?

Can you bundle it with other products?

Can you add it to a membership site?

Can you upload it to an autoresponder?

Can you post it on your blog?

Can you post it on social media?

Again, the key here is to look at whether the terms allow you to do what you want with the content. If you have any questions about the terms, be sure to contract the vendor and get the terms clarified. When you contact the vendor, use your specific examples about how you want to use the content so that you don't have any questions about whether your activities will be allowed.

And what happens if a vendor doesn't state any terms on the website?

Leave it!

Skip that offer. If a vendor doesn't offer terms for what is a legal agreement, then that's not someone with whom you want to do business. Plus, without terms there is nothing to enforce – and that means other sellers may devalue your license through their rogue activities.

Closing Thoughts for Finding High-Quality PLR

You just discovered the five-step process for making sure that you only purchase the best and most high-quality PLR content this year.

Of course, you may have noticed something: researching vendors and content takes a lot of time if you're going to do it right. It's time well-spent, as it can save you time, money, and legal worries down the road. But you still need to find the time to do all the research.

The solution?

I want to share a few PLR Providers that I love – I have already done the research for you. Go check these out to get started:

- **Content Sparks**
- **Piggy Makes Bank**
- **Tools for Motivation**
- **PLR.me**
- **White Label Perks**
- **Publish for Prosperity**

Save yourself time and money by checking out those PLR links right now.

Tips for Processing Your PLR

We discovered to this point 5 Steps to Buying High-quality PLR and how to search for reputable PLR Sellers/Providers.

Now we will give tips for 'processing' your PLR. After all, you need to organize what you have purchased in a way that you will be able to find it easily when you need it.

You may be tempted to skip this section; however, you should check it out to be sure you do not miss something valuable ☺

Do This FIRST!

✓ Save all your files to a dedicated folder! Some people file PLR by the Providers name, or what topic they intend to use it. It is important that you set it up the way that would help you grab it when you need it!

✓ Open everything and make sure you received all the elements you purchased. This is a good time to understand your 'rights' to use it.

Many PLR Sellers include a 'Read Me First' that contains important information.

Be sure to review so you follow the terms of use.

Step 1: Get familiar with what is inside of your product Folder

✓ Yes, we mentioned the part about getting familiar with what you purchased; this is THAT important, we brought it up again.

✓ **Trust me** – you do not want to use something that you do not have the rights for it.

- Review the content/article list outlines. If it is a training program, read over the Course Overview. If you skip this step and plan to use it 6 months away, a professional most likely will take care of anything overlooked when they assembled the PLR. Then again, they may not. Best to review and confirm contents right away.
- Look for tools or bonuses that came with your PLR. Check out the Resource page in case you need something else to convert the PLR.

- For a training program, many of these will have assignments at the end of each session of the course. Tools to give your prospects and work with the clients.

- Are there any promotional tools included? Are there any emails,
- short reports, tweets, blog posts or graphics? Keep in mind these do not HAVE to be used that way. They could make perfect addons to the product or program, reinforcing the messages and learning.

Step 2: Decide on How You Will Use Your PLR

Depending on your own needs and what is included in your PLR, here are a few ways you can use the product purchased. You are not limited to just one, so think of other ways you can use it.

✓ Break up eBooks, reports, and courses into blog post series for quick, quality content. **Click here** to learn how to create **Your First Info Product**.

✓ Use key points from articles/chapters to create a series of slide presentations. Use the articles and other content for scripts.

✓ Use the presentations and scripts for presenting the PLR content as a webinar, video training series, or live offline seminar. (Some of the products already have a slide deck included).

✓ Use any tweets included on your social media platforms, or as the basis for more articles, tip sheets, tips of the day, wallpapers, calendars or anywhere you need short snippets of tips.

✓ Use any quotes as article starters to create inspirational infographics by placing a quote on a background image, a daily inspiration on your blog or to include in other reports or eBooks.

✓ Expand the content of the product to create a longer training series or eBook. You can reorganize it, add more sections from other PLR Packages, add images, create your own graphics and sales pages. Want to fast-track delivery of your content to your audience? Hire your content to be professionally created at **UseYourPLR.com.** They do all types of PLR conversions for you: blogs, eBooks, video, ecourses, small reports, list building opt-in products, workbooks, checklists, infographics – you name it, they do it!

✓ Write more detailed instructions on filling out worksheets, additional checklists and create a separate workbook to give away for building your list.

Use key points from the outlines to create infographics. You can go on fiverr.com to find someone to do that for you.

✓ Create an autoresponder series with each article or part of a mini email course.

✓ Use this as a free opt-in for building your list, a bonus to include with other paid products or as a paid product on its own.

✓ Use the PLR with other similar PLR products you have purchased and schedule them for blog posts.

✓ Begin your email **sales funnels** to attract new coaching or offline clients. **Click this link** to receive information about an opt-in Funnel Creation ready for you to implement.

✓ Use the PLR as content for your affiliates, either as content to train them or, a way they can promote you. Provide it in a brandable pdf so they can insert their affiliate links.

✓ Use the content to create an offline seminar or classroom-based training program.

✓ Use the content to create offline newsletters to distribute to local consulting prospects, for lead generation.

Step 3: Customize and Make the Content Yours

Both your readers and Google appreciate quality content that is unique and adds value. You can quickly do that with your PLR by doing one or more of the following.

Customize it to your own to your audience:

✓ Add your own logo and branding to all the materials you edit or create, including the worksheets and templates.

✓ Change the title and add your own graphics.

✓ Identify your own keywords to use in each main portion of the content. You can use Market Samurai or a free Word tracker tool to find high search, low competition keywords.

✓ Use your own keywords to create a new title for the content and for each section. Include the keyword in the first sentence and last paragraph of the section. Use it again in the middle ONLY if it sounds natural.

✓ Rewrite each section even more by adding your own introductory paragraph and conclusion.

✓ If you are delivering the content in a pdf or other visual form, add 'tip' boxes in each section to pull out key points and draw people's attention to them.

✓ Add examples from your target market's industry.

✓ Are there worksheets with filled in examples? Replace them with ones relevant to your own industry.

✓ Add graphs, diagrams, worksheets, mind maps, screen captures or pictures for visual interest and clearer explanation of key concepts, systems, tasks, and activities.

✓ Should you decide to break down the PLR for your blog, add an image at the beginning of the post. Then reorganize it and use your keyword to create a title for the image. Make sure you quote the source of the image if it does not belong to you.

✓ Rewrite the entire content to make it quite unique. Read through the PLR pack first. Reorganize it and begin writing.

✓ You can use the original content to refer to, if needed, to nudge your memory.

✓ Create slides with the key points from the outlines and share them on slideshare.net.

✓ Customize your slides by creating your own style set in PowerPoint to use for your slide presentations.

✓ Record yourself talking through the slides, using the articles for a script, then use the audio for a podcast. The free Audacity software is excellent for this purpose.

✓ Add your recorded audio to PowerPoint slides and save it as a video. Now you have several formats for your content that can help people learn from in their own way, and they will hear you 'real' voice ☺

Use your logo, branding and 'about' details. Add your affiliate links and use it to promote for cash.

Get the Most of Your PLR and Make Money

How to Use Your PLR in Your Business

The hardest thing about purchasing PLR is …. Using it! It may be due to lack of knowing how to use it or finding time to work with it.

But that cycle ends today! Take time now to put your PLR project in action.

Consider PLR as the 'skeleton,' and you will use that to build and add your 'voice' and 'style'.

To narrow down the list of possibilities go through the 5 Simple Questions.

5 Simple Questions

"What format will my list/members be drawn to?"

Do you notice they post a lot of YouTube links?

Are they more likely to be on Twitter?

Perhaps podcasts?

This is where you analyze who they are and where will you find them.

This is golden…you simply determine where you can meet them with the ideal format. Magic! "What is their budget?

What will they pay for   it?"

This information is so important! If your members are typically in the $17 $27 crowd, you need to adjust the package you provide for them. Small Reports and Tip Sheets.

However, if your members do spend closer to $197, you should beef up your packages with several types of content and deliver higher value. Nurture them with quality!

"Will I do this myself or outsource it?"

Be sure to think about your budget, skills, time, and resources.

Let us consider you will sell a $397 Video Lesson Course (with an eBook and worksheets) and you do not have any experience creating videos. This is where you should consider having someone else with that experience to create your videos. This is the most economical and lucrative strategy.

On the other hand, if you have graphic design in your toolbox, you could manage the graphics and outsource the content conversion of the PLR.

"What is my purpose?"

If you know the answer, it is a no-brainer. If you already know you purchased the PLR eBook because you need material for your affiliates, your format will be dictated by what they need. (Simple posts, FAQ Sheets, bonus give-away report for their list, etc.)

"What do I know about this subject? What unique twist can I give it?"

One of the most common, unwritten reasons professional copywriters often buy PLR…. a shortcut for research material.

Wait……WHAT????

PLR can save a ton of time!

✓ Provides a ready-made framework on which you can build your own original material.

✓ Point you to specific research topics that could save you hours – or days -discovering on your own.

With the generic content, you have the amazing structure in which the possibilities are endless. Simply sprinkle in your unique voice in the content giving your audience valuable information.

Rewriting PLR

While PLR can be utilized in about any media format, it is most used for creating blogs and articles for directories.

Regarding using PLR for article directories, there is only one rule: **DON'T!**

You will quickly discover that in directory guidelines, there is no worse sin you can commit, resulting in immediate expulsion or rejection, should you merely post PLR that has not been rewritten! But wait – there is an ethical way, which will not get you banned everywhere. Use PLR as your *idea generator*, as described in previous examples, in which you end up with rewriting or adding to or taking from the PLR you purchased that the to the point that original author may not recognize it! Be sure to provide specific data and examples. Put your unique twist and voice in it.

Follow the steps below and you should not be accused of creating 'duplicate content'.

1. Rewrite it completely if you intend to publish it online in article directories! Do not be tempted to keep it as your received it. This can catch up to you.
2. Check your completed product in an online **plagiarism checker**. This allows you to see if you overlooked something in the PLR content.

What NOT to Do

Never use PLR as-is. Even when you are given permission to do so. The PLR Originator may not mind if your site is sidelined to Google's index, but you will! If there is an identical piece of content to yours already on the internet, you will be labeled as such and your site will be cast into eternal limbo.

Never keep paragraph ordered the same, rewriting only words and phrases within each paragraph. *Rewriting does not mean substituting different words.*

Never assume rights are the same for all PLR. License rights do vary, and it is your responsibility to know this.

AND you must always:

Buy from a reputable source. You can tell if PLR is horrible. Full of grammatical errors and repetitive content is just bad!

A BIG flag: a seller that uses the approach of offering HUGE amounts of PLR for such an incredibly low price. This ends up costing you more in the long run regarding the amount of rewriting needed to take place. It also can overwhelm people to stay 'stuck' in trying to figure out where to begin in converting it.

This is what you need to understand – *more things at a lower price, perhaps written by an amateur, not really caring about quality at all can affect your reputation is never a good idea.*

Are you willing to risk your reputation by using poor quality content attached to your name?

This brings us full circle about learning to spot the high-quality PLR. Use those steps at the to help you determine the 'best' providers. Once you find a couple, you can relax in purchasing in the future with confidence ☺

Put your own spin on *everything* you rewrite. Your members (list) want to hear your voice.

TIP: Write as if you are talking to/with them. The best thing you can do is to be the person they can rely on. That they know, like and trust you.

This enhances what you are doing with the PLR and helps drive traffic to you. Just take a little time doing this, and you will reap the rewards.

Remember that PLR is written generically to give you something to build on. Make it yours by doing a little time filling the content out. This is your opportunity to market yourself in a big way.

Rewrite Your Title

One common mistake people do is keeping the title the same.

Time is invested in the quality of the content itself, only to lose the edge by ignoring the title. Your title is the most powerful and important part of your PLR!

This is your time to stand out…do not miss this one shot to give your potential reader your best first impression. If you lose them because the title does not grab their attention, you may not get a second chance. Rise above your competition by creating a strong title for the PLR.

What are the elements of a strong title? Ideally, having a keyword included.

Your title's only job is to make your reader curious over the sea of other things trying to grab their attention:

- ✓ Promise to show them how to do something they want to do/know.

- ✓ Ethically hooking into their mindset in a way that they relate to on an emotional level.

- ✓ Promise to fill an urgent need.

- ✓ Entertain or intrigue them.

Here are 7 different ways to rewrite the same title using the flat, unexciting keyword phrase 'WordPress Theme':

1. 10 Reasons to Scrap Your WordPress Theme
2. How to Customize Your WordPress Theme in 3 Easy Steps
3. The Easiest WordPress Theme in the World
4. WordPress Theme Mistakes Nobody Wants to Make
5. What Your WordPress Theme Says About You
6. 7 Easy Ways to Make Your WordPress Theme Stand Out
7. Why Your WordPress Theme Should Never, Ever Do This

__TIP__: The 'WordPress Theme' is hardly a subject of tapping into strong emotions, so we create titles that will have the reader on 'need to know', curiosity and 'how to do'.

You can see that these titles are not earth-shattering original…. that is ok, they do the trick for readers interested in the title's slant and that is all you need!

Three Rules to Remember with blog posts and article title:

__Keep it Short__

__Get to the Point__

__Be Clear__

Change the Structure BEFORE You Write!

With more substantial content like an eBook, look for a great outline (table of contents) to create shorter sections, such as:

- ✓ individual Lessons
- ✓ Blog Posts
- ✓ Articles
- ✓ Autoresponder emails.

You can also:

- ✓ Cut out complete sections of information
- ✓ Expand other sections
- ✓ Condense or combine two or more sections into one

IMPORTANT: these things should be done at the Outline level, not in the middle of the writing.

That is another 'secret' of using PLR. It does not matter if you are working on a short article or an entire eBook.

Get your framework planned and rewritten first and the body of content will naturally follow.

Look for Basic Key Points in Each Section

Do not make the mistake of trying to rewrite each sentence – take each section - your introductory paragraph, 'body' and conclusion -and break it down into the simplest of points.

Write those points in your own words … it will flow as you create.

Those points will not refer to the original content. This is really putting it in your voice.

Which brings us to another secret of creating powerful content from PLR:

Working off the **meaning** *instead of rewriting every physical word that* ***automatically gives you original content!***

As a method, it is actually easier (and much less boring) than labor intense word-for-word Thesauruses and Dictionaries

Play with the Visual Presentation

It is just as important providing different fonts, colors, and styles as it is to revamp the written words.

Create and use bullet points and subheads along with natural divisions. This works well for lessons, blog posts and 'how to' information.

✓ Colors are always a good way to make things look more engaging.

✓ Use Examples and Specifics

✓ If a point is really important, take an extra moment to dig in a little 'above and beyond' to mix it up a bit. Provide examples they relate to or give access to resources and links designed for the reader.

Another BIG secret of PLR: provide valuable information exclusive for your audience. This will nudge you above the   competition.

Take the time to give a little extra – it can go a long way.

End with the Beginning

Once you have caught their attention by your content title, keep that momentum going full circle and by reminding them why they chose to read your content in the first place. This little 'tip' makes them satisfied in what you have delivered.

Keep in mind that the more you work with PLR, the easier it gets. You will create your own methods and techniques – your own flare

Follow these tips and steps to ensure that you are:

✓ Provide great content by purchasing high-quality PLR.

✓ Think about the value it gives to your list and clients.

✓ Give them more than they expect.

✓ Develop your own voice and method.

✓ Do not settle on poorly written PLR – it costs too much time, money, and trust.

The Greatest Secret to Take Away

Always give the best quality content to your list, and they will loyally follow you, the ultimate Know, Like, Trust relationship.