

Make Your Business Skyrocket with PLR



About the Author



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Her group about dealing with adversity and rising from the ashes

Rising from the Ashes <https://www.facebook.com/groups/risingfromtheashes1/>

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Make Your Business Skyrocket Using PLR

What is PLR?

Private label rights, or PLR, is content that is written by others and sold to you with the flexibility to jump-start making your OWN products. By using PLR, you can create products faster, research quicker, and make more money at a rapid pace.

Once you purchase PLR, you can edit the content, add your own links and recommendations, and even translate it into other languages. You can even add your name to the content, making you the authority. Though do always check your rights, some PLR is more restricted than others. You can break it up, add to it, bundle it, and even change the format from a PDF to audio or video.

So how do you use PLR effectively? Can you use low quality PLR and still produce high quality content? How do you make it your own in a way that makes you feel confident in selling it under your own name?



Why PLR?

1. PLR can save time

The most scary thing for any writer is a blank page. This is why most writers spend time pre-writing. Doing an outline, researching, reading other books on the subject, are all ways writers pre-write before they sit down to that blank page. Even if the PLR is super high quality it is important to make some changes to it.

Use a different cover, modify the format, add to it or break it up into smaller chunks are all ways you can change it in a minor fashion. Update it if it is out of date and add your own voice to the product is more involved, but a good way to make it your own, ESPECIALLY if you know it is low quality PLR or old PLR.

Use the PLR as research material, or as a way to brainstorm ideas for your own products is another way that it can save you time. For example say you have twenty articles on How to Train Your Dog. You can skim through the articles and find specific paragraphs that illustrate what you want in your article or ebook.

Then you can rewrite those paragraphs, add any updated research, and add more detail in your own voice to finish your product. Very similar to writing a term paper in school. Instead of direct quotes, you paraphrase in your own words the research that has already been done in the PLR.



Another way you can use it is to take the titles of each of the articles and put them down as ideas for products. Then you add more detail on how you want to follow up on that idea. For example in your twenty articles of How to Train Your Dog:

- How to Train Your Puppy to Stop Biting
- How to Train Your Dog to Walk
- How to House Break Your Puppy
- How to Train Your Terrier
- How to Train Your Husky

So in many ways you can really save time by using PLR in creating your products for your business.

2. PLR Can Give You Expertise.

What if there is a gap between what you know and what sells? You keep hearing about how important it is to be authoritative and have good content. Sometimes you may find that your passions are great niches to sell in and then you can use your experience and expertise naturally.

However sometimes you may find that what sells is not an area you know a lot about. Of course you should learn more about your niche over time, but learning generally does not provide income. In fact, it often COSTS money to learn. PLR can be a short cut to that learning that lets you start creating while you continue to learn about your niche. Bottom line is what ever niche you work in, unless you are selling something, you do not have a business, you have a hobby.



3. PLR Gives You Flexibility.

Most products you buy are personal use only, and if you took those products and carved them up, or bundled them together with your own words, you would be setting yourself up for lawsuits and bad blood between you and other product creators. However PLR gives you rights to do just that. Some PLR is basically unrestricted to use however you want to.

So for a lot of reasons, using PLR can really help you make more money with your business. Remember that speed in product creation can make the difference between a business that makes a few hundred dollars a year to one that makes a few hundred a week or even a day.



How to Use PLR Effectively.

There are many ways to use PLR in an effective manner. Most of the time unless it is extremely high quality and limited PLR, it is not a good idea to just take it as is and slap a buy button on it. Limited PLR is material that has a limited number of copies sold so you know at least for a while it is almost as good as unique content. Of course that does not last long since some people will just resell it as is.

Change the format. If it is articles or an ebook, you can turn it into a script and add some power point slides to make a video. Or you can read the book into an audio recording program and make an audiobook. If it is in audio or video format, you can transcribe it into a written book. If you are good at graphics you can make infographics or memes using the written materials. You can take a set of slides and use the outline for the presentation to make your outline for your report or ebook.

Bundle it or Break it Down. You can take articles and bundle them up to make a report or an ebook, using each article as a chapter. You can take an ebook and break it down making an article or articles out of each chapter. You can take a really long book of say 70 or more pages and break it down into a more compact ebook, or short reports. You can use the ebook as the foundation of a product and add more such as an audiobook and videos or even a course or mastermind to increase the value.

Bonus Bonanza. You can add the PLR as a bonus to another related product you have created or are selling as an affiliate. Offering bonuses is a good way to get more affiliate sales. You can also offer it as a bonus to your own affiliates. You can make your product using PLR and then offer your product as a back end or a front end offer to other product creators to build your list. You can offer it as a freebie to build your list.

However you use PLR, remember the main thing is to make sure it is accurate, up to date, and high quality once you are finished with it and put your name on it. You want to make sure your customers love you and want to buy from you in the future, so do not give them sloppy work. Do not lie to them about the product being unique when you have not rewritten it.

Make sure any tips or ideas are still available. For example, do not offer products on how to work with Squidoo since that platform has been bought out by Hubpages. I would stay clear of anything to do with MySpace as well. Treat your customers like gold and they will reward you with a stable and profitable business.



Where to Find High Quality PLR?

Though you can, of course, use any PLR to create your content and products, the amount of work you will need to do to make it your own, will vary depending on the quality of the PLR. If you use low quality, free PLR that has been around for ages, you will find that you will have to extensively rewrite it to make it useful.

If you use high quality PLR, you can really streamline your efforts, so you can focus on getting your content and products out there so they can make YOU money. Where do you find it though. You go to sites and pay for it.

Keep in mind, that if you asked a ghostwriter to write you custom content, you would pay FAR more than you do for high quality PLR products. The reason the providers can offer you high quality content and products at a low price, is because they are selling to multiple buyers. So you do need to do some modifications to make it more unique, but far less than if you just use old stuff that has been around since the days of dial-up.

Here are some recommended places to find good, high quality content:

Membership site:

Resell Rights Weekly has been around a long time and provides a great deal of PLR content for free, then for their members who upgrade, you get far more products and other training materials for a low price. One of the great things about this site, is he updates it on a regular basis, both the free section and the paid section.

<http://resell-rights-weekly.com/members/?rid=123534>

PLR stores

Tiffany Lambert and PLR Mini Mart

I have known Tiffany for quite some time and am a member of her lifetime membership for her store. She is a very good writer, and she covers a variety of niches.

<http://www.plrminimart.com/affiliates/jrox.php?id=1597>

Sue Fleckenstein and Buy PLR Today

She has products in many niches. She includes a lot of graphics and power point presentations in her products as well, not just written content. I love her products.

<http://buyplrtoday.com/amember/aff/go/rachmari>

Alice Seba and All Private Label Content

Alice is awesome. She has put together a team that produces some of the best PLR out there.

<http://allprivatelabelcontent.com/amember/aff/go/rachmarie>

Sharyn Seldon and Content Sparks

She has a number of bundles that will really help you improve your business and is well worth the price.

http://affiliates.contentsparks.com/aff/idevaffiliate.php?id=1497_1