

# Use PLR Like A Boss

## Debunking The Myths About PLR

- What is PLR?
- Making PLR unique.
- Use as blog content.
- Make content upgrades.
- Use for a podcast.
- Create a challenge.
- How to reuse your PLR.



# Debunking The Myths About PLR Content

Have you ever heard of PLR content? Or maybe you've heard it called Done-For-You (DFY) content?

Well, if you haven't, I have good news because knowing about this valuable resource can help you grow your business faster than you ever thought possible.

## What Is PLR?

First, let me explain what PLR is and then I'll clear up some myths about it.

The acronym PLR stands for "Private Label Rights". To explain what it is, I'll use another industry. Think about when you buy the store brand product when grocery shopping.

What you're buying in most cases is the same product that has a big-name brand on it, and it's probably packed at the same factory, but the grocery store has worked out a "private label" deal with the manufacturer to put their own name on it.

Basically, the manufacturer sells the "right" for the store to use their product under a different name or "private label".

With written content, it's much the same. The manufacturer, in this case, would be the content creator. And when I speak of content, I mean written articles, blog posts, emails, social media posts, memes, and even full-blown courses.

The content creator sells the content allowing the purchaser the "right" to use it, as their own and post it online as if they wrote it. Additionally, the purchaser is normally free to edit or change the content as they see fit for their business. They can even add their own thoughts and opinions to make it their own.





## Is It Ethical? Can I Really Do That?

So, what crossed your mind when you read my description of PLR?

Maybe you think it's like stealing?

Or, maybe you think it's not ethical to use content that someone else wrote?

Well, let me chase down those beliefs real quick because they simply are not correct. You need to let those beliefs go so you can help yourself and grow your business.

### **Myth # 1: It isn't stealing to use PLR content.**

Stealing content is finding an article online and copying the whole thing to your own website. It doesn't matter if you credit the author or not. If you take more than a paragraph or two to use as a quote, you've violated copyright law because you didn't have the right to copy that material.

With PLR content, the seller is selling you the right to copy their material. Most PLR providers even allow you to change the content if there's a point you disagree with or if you want to add your own opinion to the work. But, the bottom line is, you pay for the right to do that.

### **Myth #2: It isn't unethical to use PLR content.**

PLR content is usually created by a ghostwriter. Ghostwriters create content with the knowledge that their name will not go on the content. They know this up front and they don't mind. In fact, many ghostwriters enjoy what they do because they get the chance to educate and inform readers while writing on a variety of topics.

PLR content is also used by many different types of businesses. For example, politicians rarely write their own speeches. Most athletes don't write their own autobiographies, choosing instead to work with ghostwriters.

It's perfectly ethical to use PLR content to serve your community and it's one of the fastest ways to grow your business.

And here's a fact you might not know. People you respect and admire are using PLR, you just don't know it.

Thousands of online business owners use PLR to power their businesses. It's how they're able to produce so many blog posts, podcast episodes, Facebook Live videos, and more.



The simple truth is, trying to create all your content all by yourself can be exhausting. But PLR is an affordable solution that's easy to customize for your audience with just a few subtle tweaks and personal story or two.

Are you starting to get the idea that PLR could help you produce more content for your business and in doing so, it will grow faster?

Well, you'd be in good company.

### ***Journal Your Thoughts***

1. What would you use PLR for?
2. What questions do you have about PLR?
3. What concerns have kept you from using PLR?

## **How to Make Your PLR Content Unique**

Private label rights content is content you purchase to use for your business. It's often much cheaper than hiring a ghostwriter and it's faster than creating the content yourself.

One of the drawbacks of PLR is that anybody can purchase it. But this doesn't have to be a big deal for you. Instead, just take the PLR you've bought and customize it for your business by following these tips:



## Change the Titles

The very first thing you want to do when using PLR is to change the title. When you search on Google, you can find millions of articles titled How to Choose the Right Lipstick Color or a subtle variation like Choosing the Right Lipstick for Your Skin Tone.

Now Allure magazine could have used that same tired title. But instead they opted to use the headline, [The 10 Makeup Tips To Help You Apply Lipstick Like a Pro](#). This title leaves readers curious. It makes them wonder if they know all ten of these lipstick rules, which causes them to clickthrough to the website.

## Rewrite When Necessary

If you're publishing the PLR content to your blog and you want to get organic search traffic, rewriting is a must. That's because search engines love original content that's entertaining and informative. In this case, think of the PLR you buy as a starting off point and make it your own.

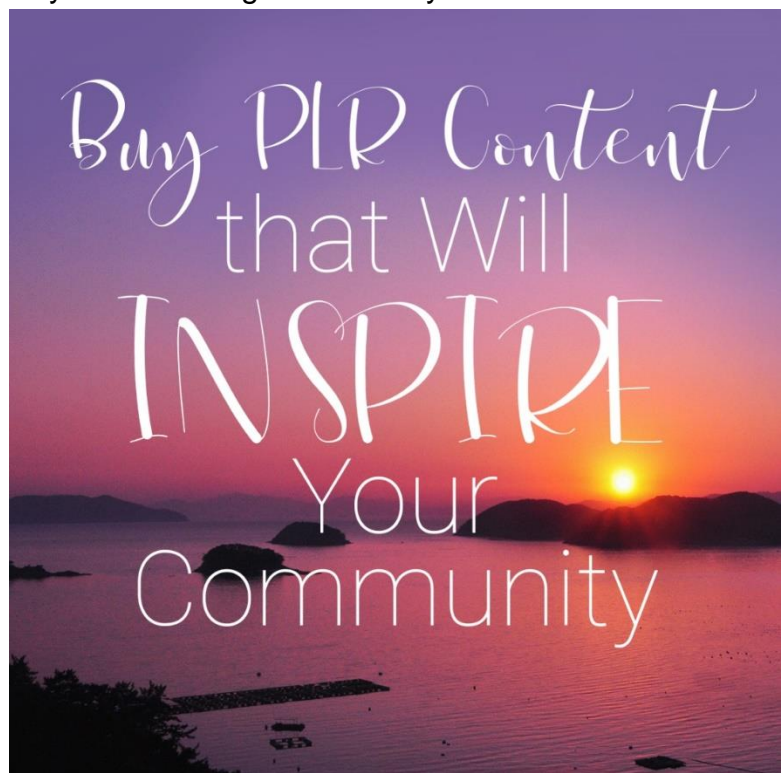
But when you're using PLR in other cases, you don't have to rewrite every word of the content you purchased. If you're using PLR in your autoresponder or as an opt-in report, just lightly edit it with references to your target market.

You'll also want to add in your own opinions and stories to make the content unique to your community. Doing this establishes you as a thought leader in your niche.

## Add a Call to Action

PLR content will often lack a call to action at the end. That's because the PLR seller doesn't know exactly what you're focused on in your business right now. So, it's your job to add CTAs to the content you've purchased.

Think about where your readers are in terms of your funnel. If this is content that's on your blog, then you want to include a call to action that invites visitors to become subscribers. If it's a free report that you're giving to subscribers, your call to action might be recommending they buy a product



or service from you. Regardless of what PLR you use, always add a CTA to encourage your community to go deeper in your funnel.

Making your PLR content unique is important but it doesn't have to be time-consuming. You only need to spend 15-20 minutes editing the content before you share it with your community.

### ***Journal Your Thoughts***

1. What story or opinion would you like to add to the PLR you own?
2. How could you change the title of PLR you're using? Brainstorm a few ideas...
3. What are three calls to action you want to include with your PLR content?

## **3 Fun Ways to Use PLR**



When it comes to building your mailing list, there's one secret weapon you should definitely use: PLR content. Private label rights content is an ethical tool that's easy to implement. Try using it in one of these three ways and watch what happens to your list...

### **Launch Multiple Opt-Ins**

Opt-in gifts are like dangling carrots. They offer something the reader wants and motivates him or her to go deeper into your

sales funnel. But having just one isn't enough. If you really want to grow your mailing list, you need multiple gifts sprinkled throughout your website.



Having multiple opt-ins is especially important if you have several customer avatars. For example, you're a business coach that helps women create recurring income. Customer avatar #1 is a service provider who's looking for more passive income opportunities. She might like an opt-in gift about how to add more affiliate marketing to her business.

Customer avatar #2 is a stay at home mom who wants to make recurring income by writing books. Your opt-in gift might be a guide to self-publishing for new writers.

You're helping these women discover recurring income but you're also tailoring your opt-in gifts to meet the unique needs of each one.

## **Come Up with Blog Content + Upgrades**

If you already have a few pieces of content that you want to use as opt-in gifts then you can find PLR on these topics to post on your blog. For example, maybe you wrote a short report on how to get started with self-publishing.

Then you'd want to find and purchase some PLR on the topic of Kindle publishing. Rewrite this PLR content and post it to your blog then add a strong call to action inviting visitors to sign up for your short report.

## **Funnel Traffic to Your Opt-In Page**

Another way to use PLR content to grow your mailing list is to break down into social media posts. Look over a PLR article or blog post and take 5 sentences from it. Use those sentences as text updates on social media and link to your opt-in page.

If the PLR seller included images, you can use those too. First, brand them by your adding your logo or website name to them. Then upload them to social media sites. Link your followers to your blog posts to encourage sign ups.

PLR content can help you grow your list quickly and easily. This gives you more time to spend growing your community.

## ***Journal Your Thoughts***



1. How many opt-ins do you currently have on your website or blog?
2. How are your opt-ins performing? Is there one that's converting better than the rest?
3. Look over your PLR content. Could you create social media updates and images using it?

## Creating Content Upgrades with PLR

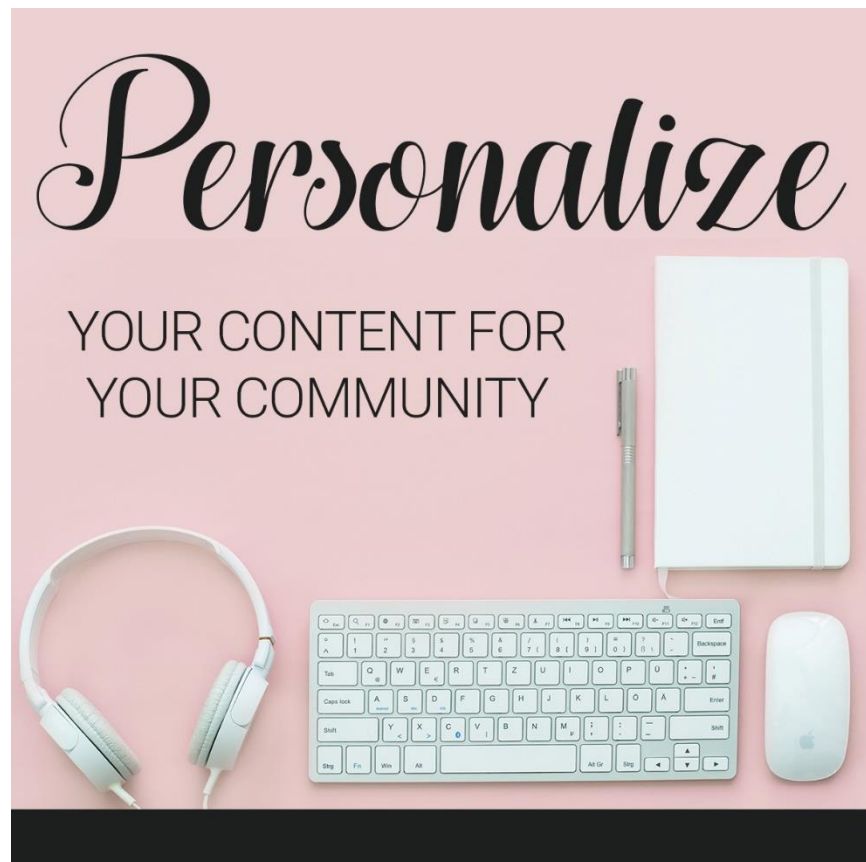
Many online business owners that use PLR, edit it and publish it on their blogs. They spend a few days promoting it then they let that post die a quiet death and they move on. The problem is that while the post may be informative for the reader, it doesn't invite them to go deeper.

That's what a content upgrade is all about. It's a way of building on the blog content so that visitors are invited to become subscribers who will (hopefully) go on to buy your product or services.

But don't freak out thinking that content upgrades have to be difficult. They're easy to make. All you have to do is take the PLR you posted to your blog and turn it into an upgrade. Here's how to do just that...

### Create a Checklist

You know that tutorial you posted to your blog? Summarize each step in just one sentence. Then paste these steps into your favorite word processing software.





You can use the bullet point feature and select squares for an instant checklist. Now just save it as a PDF and you have a downloadable checklist to include with your tutorial.

## Make a Worksheet



Take a PLR article and turn it into a worksheet. All you have to do is come up with 3-7 questions. For example if your blog post is about overcoming fear, you may want the first question to be something like: "What were you afraid of as a child?"

Keep asking questions until you help your readers work through their fears. When you've finished, save your questions as a PDF and you have a worksheet you can use as a free content upgrade.

## Design a Resource List

When it comes to creating a resource list, look at the tools or software mentioned in your PLR content. For example if your PLR content is all about how to make beautiful graphics, it probably mentions websites like PicMonkey or Canva.

All you need to do is open a document and copy every tool listed in your PLR. Be sure to add links where necessary so subscribers can find what they need easily. Save your list and upload it to your website as a simple content upgrade.

## Turn Your Post into a PDF

Sometimes, visitors want to keep your post for future reference. This is especially common for tutorials, recipes, and lists. So, make it easy for visitors to access your content again by providing a PDF of your post.

This is a content upgrade that's deliciously simple. As soon as your newest post goes live, visit a website like [Printer Friendly](#). Once your conversion is finished, upload your PDF to your website and you have another content upgrade ready to go!

Content upgrades can be simple and easy to make. It just takes a few minutes and you can turn any post into a conversion machine.

### ***Journal Your Thoughts***

1. What's one piece of PLR content that you could turn into a checklist?
2. Which of your blog posts could you add a downloadable resources list to?
3. Have you tried turning a blog post into a PDF to see how it converts?

## **Taking It A Step Further: How to Reuse Your PLR**

Most online business owners make a crucial mistake with their PLR that limits their mailing list growth – they use it in only the format it came in. For example, you bought a PLR report on how to stop procrastinating. You broke it up into blog posts, created

content upgrades, and called it done.

But the truth is you can switch up your PLR content by using different formats like changing text to audio. This can make your content stretch even further. Here's how to use different formats to grow your list:



### **Turn a Report into Podcast Episodes**

You're probably using at least one PLR report or workbook as an opt-in gift. That's great for a downloadable gift. But take your text and transform it into audio by creating podcast episodes.

This doesn't mean you should have long podcast episodes where you read out the entire content. Instead, grab the main ideas from your PLR content and expand on them in audio. Add new insights and opinions. Brainstorm recommendations you forgot to include the first time around.

At the end of your podcast episode, let listeners know they can download the full report or workbook from your website. Then direct them to your opt-in page so they can sign up for your mailing list.



## **Live Stream an eBook Chapter**

If you have an eBook as an opt-in gift, break it down chapter by chapter. Turn each chapter into a live video using a social media platform like [Facebook Live](#) or [YouTube streaming](#).

Again, your goal is not to read the entire chapter to your viewers. You want to expand on the chapter by going deeper into it.

If some of the content has changed since you first uploaded it, then talk about that. For example, you might say, "In the eBook I mentioned a graphics website that's no longer online, now I recommend ABC tool. It has a similar layout and I like that it's simple to download the images I've created."

When you're winding down, make sure to mention that visitors can download your eBook in its entirety on your website. Provide a link to your opt-in page in the comments section so viewers can easily sign up for your awesome gift.

## **Create a Challenge from Your Course**

If your opt-in gift is a course, consider turning it into a challenge. This works especially well if your challenge is short (think 7-10 days) and has plenty of action steps that your followers can follow through on.



Create a Facebook group and invite participants. Let them know that they have to sign up for your mailing list and download the course in order to follow along.

Then show up in the group each day of the challenge. You can do this by starting discussions, creating homework assignments, or using Facebook Live to motivate your challengers.

At the end of each day's assignment, remind your attendees to sign up for your mailing list so they don't miss new challenges. Have a special opt-in page for these participants since your challenge can lead to a lot of new traffic and new subscribers.

Don't fall into the trap of only using your PLR in only one format. You can recycle your favorite PLR pieces again and again.

### ***Journal Your Thoughts***

1. What PLR content could you turn into a podcast episode?
2. Have you tried using PLR for live streaming content? How did it go?
3. Do you have PLR content you could quickly repurpose into a challenge?



# Recommended Places to Buy PLR

[WhiteLabelPerks.com](http://WhiteLabelPerks.com)

[ListMagnets.com](http://ListMagnets.com)

[DailyFaithPLR.com](http://DailyFaithPLR.com)

[PiggyMakesBank.com](http://PiggyMakesBank.com)

[AllPrivateLabelContent.com](http://AllPrivateLabelContent.com)

[PLR.me](http://PLR.me)

[BestQualityPLR.com](http://BestQualityPLR.com)

[PLRMiniMart.com](http://PLRMiniMart.com)

[ToolsForMotivation.com](http://ToolsForMotivation.com)

[KitchenPLR.com](http://KitchenPLR.com)

[MasterPLR.com](http://MasterPLR.com)

[ContentSparks.com](http://ContentSparks.com)

[EasyPLR.com](http://EasyPLR.com)

[ContentDrafts.com](http://ContentDrafts.com)

[NicheStarterPacks.com](http://NicheStarterPacks.com)

