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As an internet marketer you've probably already realized the power content has to market and grow your online business. Audio content, video content, and of course print content like articles, reports and eBooks all help to boost traffic, awareness, credibility, value and of course profits.

You've also already realized how time consuming and expensive creating this content can be. And yes, maybe writing and publishing articles and blog posts isn't too bad particularly if you know and love your niche topic.

However, creating information products can take forever. In fact, if you're like many inspired marketers then you probably have a long list of great ideas for information products, because you love to provide value to your prospects and customers. Yet the information products rarely move from the idea phase into an actual, tangible product.

Why?

Lack of time is the biggest hurdle. Other complications or challenges involve creating graphics, not really knowing how to pull together an information product, bonus products, and all the necessary marketing materials that go with it.

And of course it can be expensive to create your own information products from scratch or have them created for you.

So what's the solution.....???

Using PLR to fast track your success.....

The amazing business building benefits of using PLR

- **More value for money.** PLR content is significantly more affordable than hiring a writer to create content for you. And depending on your business, your time may be better spent on other profit generating activities.
- **At the ready.** You don't have to wait for PLR content. It's already written and waiting for you to put your name on.
- **Easily customized.** PLR products can be modified to meet the needs of your business and your unique audience.

- **Re purposing power.** PLR products can be used, and reused over and over again according to the changing needs of your business. This provides a remarkable return on your investment.

So...what's this report all about?

The object of this report is to vanquish, to totally obliterate, any obstacles preventing you from achieving success by using Private Label Rights or PLR for short.

PLR is a smart business strategy if you're looking to save time, save money, grow your business and make more money. And honestly, that's why you're in business in the first place, right? To make money!

PLR can help you get the job done in a tenth of the time it takes to create content and information products and I'm going to show you exactly how you can do it.

This report is designed to explore many of the opportunities quality PLR can offer you and your business and in the next few pages we'll take a look at:

1. Exactly what PLR is
2. How you can make it work for you
3. How you can maximize your PLR efforts, and expense
4. How you can really capitalize on PLR and turn it into profits.
5. And finally, where you can find top rated, cream of the crop, PLR content that you can profit from

So let's get started.....

What exactly is PLR?

PLR is an abbreviation for Private Label Rights. It's content created by someone else that you can purchase for your own use. When most people think about PLR they envision article content. And they'd be right. You can most definitely purchase PLR articles. However, that's just the beginning of the many types of PLR available for purchase and use.

You can also buy private label rights:

- Reports
- EBooks

- Audio
- Video
- Software
- Graphics
- And even music.

With most PLR content you have the right to change the content in any way you see fit. However, this is not always the case so double check and triple check the license before you buy PLR from a new provider. As I mentioned earlier in the introduction, we'll explore how to find great PLR content at the end of this report.

For the purposes of this report, we'll assume that you have the right to change, rebrand, and re purpose your content however you see fit.

Now, one of the drawbacks often cited by critics of PLR is the fact that the content is sold to many people. Meaning the Private Label Rights for one eBook could be sold to 500 different business owners - which by the simple laws of supply and demand would make the product less valuable to you and to your prospects.

This report is designed to show you how to make the PLR content you purchase uniquely yours through a variety of truly easy steps that will take you much less time than it would to create your own original content.

In fact, you can use PLR to create a profitable information product in a single morning, (or afternoon if you're not a morning person.)

How do you make PLR work for you?

Assuming you own PLR that allows you to change and edit the content, you now have a very valuable opportunity. You can re purpose the content to meet your specific needs and you can rebrand it to give it your own unique voice.

Here are a few easy ways to make PLR uniquely yours:

1. **Create a title that fits your website and your voice.** A great title can be the most important part of the content, whether it's an article or a software product. Keywords are important, but catching the eye of potential visitors and customers is even more valuable.
2. **Make the opening paragraph unique.** This is particularly important when considering page rank. The opening paragraph should be almost exclusively your

own wording. Using your voice or style presents the perfect way to make the opening paragraph your own.

3. **Consider changing around the body of the article or product.** You may do this by rearranging paragraphs, by switching up sections or by changing phrases to reflect your own experiences.
4. **Add your own links.** Look for opportunities to link to your websites, affiliates and products. You may need to add specific phrases to make the links work.
5. **Insert keywords and keyword phrases.** Use those words associated with your websites and products.
6. **Combine multiple PLR products.** You can combine multiple PLR products, or pieces of those products, into one product that will be uniquely your own. Take pieces of similar articles and make one new article. Use several related articles to create an eBook. Take the best parts of 3 different PLR ebooks and combine them into one high quality one that you can sell.
7. **Rewrite the closing paragraph.** These will be the last words that your customer or visitor will read. Make them stand out and your products will also stand out.
8. **Get personal.** Share personal stories or examples. This not only makes the content unique, it helps you forge a personal connection with your prospect. This is important for building a brand and increasing likeability.
9. **Re purpose it.** Change the format of the content. I'll show you how to do it in the next section.

A few little twists and turns can help you turn your PLR content into highly profitable information products in no time at all. The best part about PLR products is how far you can make them stretch by making more changes in different areas.

Maximizing your PLR investment

So let's recap for a second. You know adding your voice and a few personal touches to brand your PLR is easy. You also know that PLR comes in a variety of formats including articles, reports, and videos and so on. These formats aren't limitations. In fact, they're opportunities.

One 30 page PLR eBook, for example, can be used to create at least 30 articles or blog posts, maybe more. That same eBook could be used to create 3 reports or an online course.

Likewise, a PLR article can be used to create an eBook or report series. Or, and this is where it gets really fun, an eBook can be used as a bonus product, as a list building giveaway or as an information product to sell or market your business.

But we're getting ahead of ourselves here.

Let's go back to the beginning and look at how you can maximize your PLR investment.

Turning your PLR content into articles & blog posts

If you purchase PLR articles you can of course put your own spin on them and use them as articles and blog posts. Modify the keywords to fit your needs, perhaps change the title to ensure it attracts your prospect's attention, add your own personal links and you're good to go. You can use them on article marketing directories, on your own website or as blog posts.

However, maybe you purchased a PLR eBook or report, great! Grab that eBook or report and create articles and blog posts from it. Highlight and extract sections of the eBook or report that cover one concise thought or idea.

Add a nice introduction and smooth it out with a conclusion and voila! You have article content that took you only a few minutes to create. (You can also hire an assistant or writer to accomplish this task for you.)

Do you use article marketing to boost traffic and awareness?

Article directories can be the perfect way for you to gain exposure for your website. Posting on these sites can also build your credibility as an expert in your industry as others use the articles and publish them on their websites.

The best part of most article directories is the ability to include links back to your own website. Every time someone posts one of your articles then the links you have included will send potential customers your way.

PLR products can be perfect for use with article directories. Making a few minor changes and adjustments can help you keep the PLR products specific to your own website and also keep the article directories happy.

When using PLR for article marketing purposes be sure to:

- Add your name as the author. One of the benefits of PLR products is that you gain the right to be included as the author.

- Add a call to action where you ask readers to click on a link to bring them to a product or website.
- Add links to your website either in the body of the article or in your bio box.

But we're not done yet. There's still more you can do with PLR content.

Turning PLR into emails & newsletter content

Email marketing is alive and well. In fact, it may be your most profitable marketing tactic. PLR can help you maximize your email marketing strategy. Back a page or two when I got carried away with the possibilities I mentioned PLR eBooks being re purposed as an online course.

It's so easy to take valuable snippets of information and use them as online courses delivered as autoresponder messages. In fact, you could use content from a PLR eBook to create messages to promote the sale of that same eBook. Strategy is key!

Getting ahead of myself again, PLR content can also be used as a giveaway to build your email list. It can take multiple contacts with a prospect before that person becomes a customer. The use of PLR products can give you those contacts. Keep the information provided in your autoresponder messages interesting and useful and include links back to your website to encourage even more contact.

And you can, of course, create articles from PLR content to create newsletter content. As you may already know, putting together a regular newsletter can be time consuming. Utilizing PLR products for the content in your newsletter makes the process easier and more streamlined.

Create a teaser from a PLR article you have posted on your website and publish it in your newsletter. Include a link to the expanded article on your site. The result? More traffic to your website.

Turning PLR content into audio and video

There are lots of great audio and video PLR products available to purchase. They're easy to rebrand and you can add your own clickable links to video content which makes it a great marketing tool for you.

You can up the ante with audio and video content as well by having it [transcribed](#) and offering the transcripts as a product or to use as a bonus.

Videos and audio messages can be used as blog posts, email marketing messages and in a wide variety of content types including an autoresponder series. Imagine purchasing a series of video messages which you could send to opt-in list subscribers on a weekly basis.

You can also take written PLR and turn it into an audio or video product. This helps you increase your internet exposure, reach more prospects, and expand the use of your PLR content.

Here's how to convert written PLR content into an audio or video:

1. Read through the entire PLR product several times to familiarize yourself with it.
2. Read the material out loud, preferably into a microphone so it can be recorded.
3. Listen to what you have recorded.
4. Make notes to change the PLR product and include personal examples and stories. This will make the product your own.
5. Record the material a second time and include the additions and changes.
6. Take your time reading the material to be sure that you have room to edit and that your voice comes across clear and easy to understand.
7. Use editing software to break the recording into 3 to 5 minute segments.
8. Create a video display using stock photos, screen shots, or your own photographs that go along with recording.
9. Brand the video with your logo and be as consistent as possible with the look and feel so it matches your business brand and image.
10. Post the recording on YouTube or iTunes, or offer to your customers as downloadable series on your website.

You can also:

- Record the material with a camera and a microphone and create your own tutorials or how to videos.

- Re-write the PLR products to fit different niches or industries and create audio and video materials for each niche.

Using PLR for social media results

It's easy to know you should be interacting on social media sites but not so easy to always have something interesting and useful to say. You can use PLR to create social media posts and provide your audience, prospects, friends and followers what they're looking for – valuable information.

Use pieces of your purchased PLR content to create Tweets or Facebook comments. Link back to your website and the complete article or just keep a running commentary going on the social media sites you participate in.

Okay, we've covered the basics with a fairly broad stroke. There is no limit to what you can do with PLR content. You can re purpose one eBook into a hundred different marketing messages. You can segment that same eBook into a few good sections and offer them as free reports, segment it into an autoresponder or read it aloud and create an audio or video product.

One PLR product can have many different functions.

Taking PLR to the next level

Now is where it really gets exciting.

Information products are where real wealth can be made online. Whether you sell information products, give them away or a combination of both, PLR can be a superior information product creation strategy.

Imagine what goes into the process of creating an information product. You need to create the main product itself. Whether it's an eBook, an online course, a software product or a workbook, there is a significant amount of time involved in creating the product. And if you outsource some or all of the product creation, or the graphic design, then you're spending a pretty penny too.

But you're not done yet. You also have to create the bonus products and all the marketing messages that go along with promoting the product. We've already talked about creating various marketing and promotion messages from PLR content but we've yet to discuss how you can create superior information products with PLR.

PLR can be used to create:

- Bonus products
- List building products
- EBooks
- Blueprints and templates
- Workbooks
- Tutorials
- Online courses
- Audio books
- Checklist guides
- Physical products

And the list can go on and on.

PLR can be used exactly as you purchased it or you can brand and re purpose it to meet the unique needs of your audience and your niche business.

For example, imagine you have a web based business about dogs. Maybe it's an even tighter niche and you provide information and resources on dog training. You could purchase a few eBooks, reports or videos on dog training.

Compile them into one rebranded information product. Add your personal touch to the package and voila – you have a product with some serious profit potential. And best of all, it only took you an hour or two to modify the product(s) to meet your needs.

Here are just a few more examples of how you can create information products from quality PLR:

- Take several related PLR articles and merge them into a unique eBook. A good rule of thumb for an eBook is to take information that others are interested in knowing, create ten points related to that information, and expand each point into one to five pages.
- Use the PLR products to develop your own coaching program. Break an eBook into a series of emails that members can utilize.

- Create print materials from the PLR products that you can use as a bonus when mailing out materials to members or customers.

The only real limits to using PLR products are the rights granted when the products were purchased and your own imagination. Look for ways to make the products unique to your voice and your website and also find creative ways to utilize the products to maximize your earnings potential

Where do you find quality PLR?

Not all PLR is created equally. In fact, there is some truly bad PLR out there. The good news is that there is also some exceptional PLR available as well.

- If you are looking for internet marketing Plr that comes with everything you need to market your new product online including, Plr reports, giveaway reports, autoresponder follow up messages, blog posts and more then check out my [Plr special offer here](#).
- For the best Plr articles that are sold in limited quantities then [Easy Plr](#) is the place to go.
- And finally, search engines like Google, can be a valuable tool in finding products with private label rights. Be sure to always understand exactly what you're buying and what you have the rights to before you purchase so you know exactly what your getting.

Here are a few questions to ask yourself before you purchase PLR:

- Will I have the right to give away the product unchanged?
- Will I have the right to give away a branded version of the product - can I add my links?
- Will I have the right to bundle the product with other products?
- Will I have the right to give the product away for free?
- Will I have the right to use the product as content for a website?
- Will I have the right to break the product apart and use the pieces separately?

- Will I have the right to sell the product?
- Will I have the right to offer the product on a paid membership site?
- Will I have the right to alter the product to my needs?
- Will I have the right to allow my buyers to also resell the product?
- Will I have the right to use the product for newsletter content?
- Will I have the right to change it into a physical product?
- Are there any limits to the product that I should know about?
- How many other people will this PLR product be sold to?

Wrapping it up

PLR is a time saving, money saving, headache saving, business building tool.

You can use it to market your business, provide content for your prospects and customers and to create your own highly profitable information products from it.

It just takes a little imagination, a plan, and an understanding of your target audience and their needs.

Taking the time to learn about PLR products and which products will work for you will get you moving in the right direction. It's very important to make sure you are starting with quality PLR as it will be so much easier for you to make your own.

Look for quality PLR content that can work together to meet your niche and content needs.

Once you master the basics of PLR products, you will begin to see the many business building and profit opportunities that these products provide.

Remember to make the PLR products your own. Modify them so that they speak in your voice and to your own experiences or customer base. Reword or rework the body of the products to reflect your websites. Add in links to your websites and affiliates and also include keywords and key phrases that are specific to your websites.

PLR products can be rewritten, reproduced and repackaged to give you unlimited product potential. PLR products are a great way for you to make the most of your investment.

Choosing the right PLR will provide you with a fantastic earnings potential, all it takes is a little imagination, a plan, and an understanding of your target audience and their needs and you will be well on your way to online success.

Warm Regards

Dawn Kay

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