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## **Introduction**

Smart business owners should always be on the lookout for tools and strategies that will help them run their organizations more easily, quickly, and profitably. One of the toughest parts of an online business is the need to keep generating useful, high-quality content for your newsletters, ezines, videos, audios, and blogs. Thank goodness, there's a tool to make this constant content generation easier – PLR, or Private Label Rights. As you'll discover in the following pages, when you purchase PLR content, you get the legal right to use it in your business in a variety of formats. When used well, PLR is an information marketer's dream come true... but when done poorly, it can cost you more time and money than it's worth.

My goal in this short report is to answer the most common questions about PLR, including how you can use it for your business, what the different rights mean, and how to avoid some of the all-too-common mistakes many entrepreneurs stumble on. Trust me when I say, PLR is a shortcut no forward thinking internet business owner can afford to skip.

Let's get to it!

## What Is PLR: The Basics

To the uninitiated, "PLR" sounds like an airline or a record label. But instead of just being another common internet abbreviation, it's one of the most valuable shortcuts an entrepreneur will find to creating fantastic content for their audience.

What is it exactly? In its simplest version, you can purchase articles or reports that have been written in advance. The PLR site owner sells these articles or reports (or videos, ebooks, etc.) with special rights that allow you to edit them and use them as if you'd written them yourself (although there may be certain restrictions).

So, the PLR, or Private Label Rights, is the means by which a business owner, like you, can purchase rights to pre-created content, and then use that content in a variety of ways as your own.

- Unlike ghostwritten articles, you'll pay much less for PLR (approximately one dollar per article), because others are purchasing the same articles to use, too. (I'll show you how to stand apart from all those other users in a bit.)
- Unlike free reprint articles, you can edit the PLR content you purchase and you do not have to link to an author.

PLR content is available in scores of topic areas, from health and fitness, to internet marketing, to parenting, to pet training, and everything in between. Good PLR is written by professional, native-language speakers. You, as a business owner, can purchase single pieces of content or packs of articles at a relatively low price, and then use them for your website, blog, newsletter, podcast, etc.

One of the first questions many people ask is, *"Is this legal?"* If the content is created and sold with the express intent of offering it as PLR, then you are legally permitted to adapt, use, and disseminate the information, according to the specific rights you've been granted.

The next question people typically ask is, *"Why would anyone sell PLR? How can they possibly make any money?"* The answer is in volume. They may charge only a dollar or so per article, but by selling multiples of the same article to many different business owners, they make their money in numbers.

Now you're probably wondering what happens if a bunch of people purchase the same articles and publish it via their websites or newsletters – won't their customers notice, or get mad that they're using someone else's material? Well, here's the real secret about PLR. You need to see it as a **starting point** for your content. Sure, you could cut and paste it into your blog or ezine as-is, but savvy business owners know that they need to put their own spin on PLR to make it really work. We'll cover more about how to do that in the following

sections, but for now, what you need to know:

- PLR is legal
- PLR is easy
- PLR is effective
- PLR needs to be “massaged” into a format that fits your brand and voice

PLR is a great tool for any business owner, regardless of niche or market. Read on and I'll show you how to make it work for you.

## Who Should Consider Using PLR?

PLR may seem like it's only for certain big business owners in particular niches, like internet marketing or finance. While there is a plenitude of PLR content available in those markets, you can find PLR to fit virtually any business. If you have a business where you regularly provide blog posts or articles to your prospects and customers – or SHOULD be doing so but haven't yet started – PLR is for you.

A quick search of some of the leading PLR sites shows content available in the following categories:

- Finance and Debt
- Health and fitness
- Crafts
- Weight loss
- Productivity
- Marketing and Business
- Stress
- Self-improvement
- Home décor
- Pregnancy and parenting
- Holidays
- Pet Care and Training
- and dozens more!

Not only are there hundreds of categories of PLR content available, you can actually take PLR from one content area and adapt it to your market. We'll get more into customizing your PLR content later, but a quick example: If you bought a pack of articles on using social media to get new customers, you could quickly and easily add content to make it apply to the real estate market, the personal training market, the dog grooming market, and pretty much any other niche market where people are trying to get new customers online. The same goes for stress, productivity, and self-improvement. The niche doesn't matter; you can "work it" to make it fit.

Here's a brief list of the types of entrepreneurs who can benefit from PLR content:

- Business owners who are pressed for time and could use assistance in generating content
- Online business owners who also still have a day job and need a little boost to their content creation
- Bloggers or Information Marketers who occasionally battle writer's block
- Business owners who would like to start offering content in different formats (audio, video, ecourses, autoresponder series, etc.) and want a helping hand getting started

- New business owners who are overwhelmed with the amount of tasks on their to-do lists and want to outsource something quickly and easily
- Business owners who want to expand into a new niche and want to hit the ground running

And finally, here are the type of businesses PLR content can support:

- Service-based: Hairstylists, accountants, lawyers, automotive, transcription, administrative, technical, etc.
- Product-based: Electronic or physical, low- or high-dollar, in virtually any industry
- Consulting-based: Coaching, training, financial, professional, etc.
- Subscription-based: Membership sites and programs, magazines, training, etc.
- Community-based: Bloggers, podcasters, forum owners

In sum, whatever your business, there's a spot for PLR content. You owe it to yourself to take a closer look at this versatile, efficient business tool.

## What Are the Benefits of PLR?

Most business owners evaluate decisions based on two main criteria: *Will it save me time?* And *Will it save me money?* With PLR, the answer is a resounding Yes! to both questions. Here's a little more information about how PLR content can help your business:

- 1. It gives you a starting place.** Whether you use it as a completed product or as merely a starting place for your own content, PLR can save you tons of time. You can make a few adjustments to the information you receive and publish it as-is, or you can take a little more time and rework it. But even if you give the PLR content a complete overhaul, it's a shortcut worth taking. Any writer can tell you it's much easier to have content to start from, rather than beginning from scratch, so even if you scrap 90 percent of the material and use only the table of contents, you've got a head start.
- 2. It's like a business in a box.** Online, content is king, regardless of your business structure or industry. All people see is what you put in front of them, so by populating a new website or blog with pages of high-quality content you'll be on the fast track to building a business.
- 3. It helps you get to profitability faster.** Any entrepreneur can tell you that when you work for yourself, time is money, often literally. So by saving time, you're well on your way to giving a boost to your bottom line. Not only that, by helping you get a product to market more quickly, you're that much closer to making money.
- 4. It makes you look like an expert.** Imagine walking into an upscale wine store, looking for the perfect bottle of cabernet sauvignon. But not only are there no bottles on the shelves, there's no staff person to ask for assistance. Faced with this situation, you'd soon head out for greener pastures with no one there to help you figure out what to select. The same need for expertise exists online; if your site is nothing but a shell with no depth or real information, your visitors aren't going to stay long. Having high-quality content on your site is imperative when you are attempting to present yourself as an expert in your field.
- 5. It gives you multiple revenue streams.** Maybe you've strictly been offering services but want to also sell ebooks, or you want to try your hand at a podcast or membership site, but thought you couldn't expand your offerings due to time constraints, PLR can get you there, quickly. And that means more money, quicker.



## What Should I Look for in PLR Content?

PLR content comes in all varieties, from extra-cheap to custom. You may be wondering how to select from all the PLR services advertised – what makes them different, and what do you need to think about? There are five criteria in particular to use to evaluate potential PLR:

- 1. Is it professionally written?** Writing is a skill, just like painting, scuba diving, brain surgery, and rebuilding a carburetor. Just as you wouldn't hire any old guy standing at the bus stop to fix your cranium, you also shouldn't think just any person who throws up an ad online can create fabulous articles and other content for your business. Look for PLR that's written by a native-language speaker, who's got proven talent with the written word.
- 2. Is it professionally edited?** Editing – going through an article or report and evaluating it for grammar and spelling, vivid language, and strong content – is a specific skill, one that needs to be performed on any piece of writing. Professional editors are experienced in reading others' writing - finding sentences and paragraphs that aren't clear and improving them. That's why editing is important. Good editors will not just make sure the content is good; they'll make it better.
- 3. Does it have limited distribution?** If you're putting something out to your customers or prospects, it shouldn't be content they're going to find on 4700 other sites in your niche. Some PLR providers put no limits on the number of customers to whom they sell their content, so you could conceivably encounter the same exact information on hundreds, if not thousands, of other sites.
- 4. Is it targeted content?** With some PLR providers, you sign up for a membership without any guarantee of content or topic. As a result, you may get one set of articles appropriate to your niche, and 35 other articles on basset hounds, selling ferret manure, and quick ways to clean dentures with turpentine.
- 5. Does the content provider have a good reputation?** Some PLR brokers who promise tons of articles for an extremely low cost make their money by selling, to put it bluntly, junk. You may get articles taken illegally from other sites in violation of copyright, or inaccurate, poorly written garbage. By turning to a provider with a good reputation, you can be ensured of getting legal, high-quality content.

Though there is a ton of PLR content available, only a fraction of it is worth your time and money. Evaluate potential sites according to these five factors to make sure you get your money's worth.

## How Do I Find PLR?

Now that you're convinced that PLR is good for your business, you may be wondering how to get your hands on some good stuff. Here's how to find all the PLR sites you need... but make sure to evaluate the material to make sure it meets your high professional standards:

- 1. Google.** Google.com will bring up almost 2.5 million responses to a search for "PLR." "Private label rights" will reduce the number to about 400,000 – but still plenty for you to find PLR on your niche. Start with Google, search on "PLR" plus your niche (for instance "PLR" and "wine tasting"), and you'll have a great starting place.
- 2. Ask for referrals.** Want a great criminal defense lawyer? A French tutor for your poodle? A plant-sitter? Ask a friend! And the same goes for PLR – ask your fellow business owners and entrepreneurs to see where they go for their PLR content. (Note: You may want to ask those outside your niche, so you won't end up using the same content as your biggest competitor).
- 3. Advertise.** Put up an ad on a site like The Warrior Forum ([www.warriorforum.com](http://www.warriorforum.com)), Lynn Terry's Self-Starters Weekly Tips forum ([www.selfstartersweeklytips.com](http://www.selfstartersweeklytips.com)), or other online business forums to which you belong. State what you're looking for, including niche and price range, and get ready for the responses.

### Recommended Resources.

If you're short on time, or don't want to research, we've made it easy for you.

Some of the best PLR sites are, understandably, the most popular.

1. Nicole Dean's EasyPLR.com has been an industry standard since 2006 and is still, to this date, trusted by many of the top marketers online.
2. Nicole Dean & Melissa Ingold's CoachingPLRContent.com. This site offers packages that include PowerPoint presentations and screenshots. It makes creating webinars and videos easy to do.
3. Ronnie Nijmeh's PLR.me. Ronnie's site specializes in personal development PLR.
4. Paul Evans' Nicheology.com. Nicheology was one of the first PLR sites and may still be the largest.

Each of these sites is known for offering high-quality PLR.

Wherever you find your PLR content, as long as it fits your niche and quality requirements, you'll be ready to go. Now let's talk about the different rights and what they mean for your business.

## What Are the Different PLR Rights and What Do They Mean?

When it comes to PLR, not all rights are created equal. While "PLR" is used as the generic term for all content available for private branding and distribution, there are restrictions and differentiations between the different categories of rights. The legalities of PLR can be a little confusing at first, because what you can legally do to and with the content depends on the rights you have purchased or received with the content. (Every PLR site should have the license or rights listed on the page when you're buying so you'll know what you're getting before you invest in their content.) There are several main categories of rights:

**Private Label Rights.** If you purchase "private label rights," you have the legal right to change the content (for instance, edit, put it in your "voice," add graphics, change the order of the information, cut sections, etc.), put your name on the item as author, and to give it away or resell it for your personal profit. The main limitation is that you cannot pass the rights you've purchased on to others. In other words, you can't start your own PLR site, purchase a bunch of private label rights material, and offer it to customers for their PLR use. The copyright stops with you.

**Unrestricted Private Label Rights.** With unrestricted PLR, you can change the content, put your name on it as author, give it away or resell it for your personal profit, AND you can pass the rights on to others. In other words, once you purchase or receive unrestricted private label rights, you can transfer those rights to others through purchase or giveaway, unless otherwise stated by the original author. (Please double check with the site where you purchased the content. Some PLR sites have been misusing this term recently.)

**Resale Rights.** With resale rights, you can resell the content for your personal profit, but you cannot change the content, add your name to it, or pass the rights on to others.

**Master Resale Rights.** I bet you can predict what this one is: With master resale rights, you can resell the content for your personal profit AND pass those rights on to others, but you (and anyone who purchases or receives the content from you) cannot make changes to the content.

If you have any questions about what rights you have received or purchased, check the rights section of the content. If you still aren't clear on what you are allowed to do with that content, contact the original author to clarify any grey areas. The last thing you want to do is to run afoul of the copyright law and end up distributing content in a way that is illegal. When in doubt, check it out!

## What Can I Use PLR for?

PLR content has been used by business owners for everything from A to Z, online and off. If something requires content, PLR is there! Here are just a few of the most common uses for PLR:

**Blog posts.** You can break long pieces of content into smaller chunks and publish them on your blog, creating a series of posts on a single topic to draw readers to your site. PLR is also perfect when you're ramping up for a vacation or other downtime. Pre-load PLR-based blog posts so no one will even notice you're gone.

**Newsletters/eazines.** Use articles as-is (rewriting for your niche), or take sections of longer articles for your newsletter or ezine. Break them into regular, recurring columns, or use the topics for inspiration, add your own content, and call it good!

**Ecourses.** Special report PLR is perfect for ecourses, as it's typically a longer piece of content already broken into sections. Make each section its own day, and deliver it via autoresponder for hands-off list (and revenue!) building.

**Membership sites.** Who wants to join a membership site that looks like a ghost town? Get a head-start on your membership site by pre-populating the site with plenty of high-quality PLR content. Even when you first open the doors, you'll have tons of great info available for your new members.

**Videos and audios.** A great way to stand out from the crowd and to literally put PLR in your own voice is by recording the info on audio or video. You can then use these media files as ways to drive traffic to your site, or as fee-based courses.

**Special reports.** Combine several PLR articles into one document, save it as a PDF, and giveaway or sell the resulting report. You can use it as an ethical bribe for subscribers to your email list, or as a small report for generating income.

**Podcast content.** One of the hardest things with any content-driven service is the unrelenting need to generate more – more ideas, more value, more inspiration. Fight “podfade” by using PLR for your podcast. Just take a little bit from an article for a “tip of the week,” or record an entire series based on a PLR special report or group of articles.

**Sales pages.** Some PLR content comes complete with pre-created sales pages, so if writing sales copy isn't your strong point, “borrow” the sales page for your own. (One well-known internet marketer I know sometimes buys PLR just for the sales pages. She dumps the content and just uses the sales copy!)

**Speeches.** Speechwriting can be difficult, especially if you're the type who prefers to remain

BEHIND the camera, instead of in front of it. Take information from an article series or report and make it into your speech, or use anecdotes and examples from PLR to flesh out your content.

**Bonuses.** Want to ramp up the products you already sell, quickly and easily? Use PLR as a bonus with purchase to make your offer into a “too-good-to-miss” extravaganza. (Hint: for added punch, record some as video/audio, and give away a report and an ecourse, too. That way you hit all learning styles!).

As you can see, PLR is a business owner's dream. But I just hit the tip of the iceberg here. People have been known to create books (yes, real print books) from the PLR that they've purchased. So think big!

## How Do I Customize PLR?

The biggest key to making PLR work for you is to adapt the content for your market and your style. Re-working PLR content can be as extensive or simple as you want it to be; you can completely rewrite it, or just make some minor changes. The important thing is that you change the content so it's unique to you. Here are five ways to customize PLR:

**1. Add your own examples.** Let's say you've purchased a set of PLR articles on list-building for online companies, and you want to edit them to be more appropriate for your market, which largely consists of accounting professionals. You can add anecdotes and examples that refer to problems and issues accountants face. Suddenly, what was generic becomes more "you." Or, if you purchase dog training articles, but your market is beagles, then adapt the articles to be suited for beagle owners – including examples.

**2. Put it into your "voice."** All writers have their own style, and you want to make sure that everything you distribute with your name on it sounds like you. Are you more formal or informal? Do you use large words or simple vocabulary? Do you tend to ramble a bit or get right to the point? Are you funny or serious? All these elements make up your style and your brand. Read through any PLR content and change the parts that just don't sound like "you."

**3. Cut it apart, rearrange, and reformulate.** If you want to make sure everything you send to your market and put on your website is unique, restructuring PLR content is a simple solution. You can combine two articles together, or chop a larger one into several pieces. Add some of your own content at the beginning and end of a PLR article, or just rearrange the order, changing up the transitions accordingly. For instance, in a PLR that was entitled "7 Ways to Finally Lose Weight" - you could switch around the numbers if you wanted.

**4. Put it in new formats.** PLR is typically sold as text, but it doesn't have to stay that way! Make an audio or video course from a special report, record it as a series of audios you make available on your blog, or use them video blog (vlog) entries. Record a series of audios, burn them to CD, and sell them as a physical product. The sky's the limit, and you'll appeal to people with different learning styles by changing up your delivery mechanism.

**5. Take pieces out or add pieces in.** Just like restructuring a piece, adding or deleting content can make a piece of PLR content seem completely different. Turn a ten-page special report into a one-minute video, or make a series of five articles into a series of 30-second quick tips. Or do the reverse: Turn a short article into a longer report by adding content.

## What Are the Big PLR Mistakes to Avoid?

I hope that you're convinced that PLR content is a fun and easy way to jumpstart your business towards greater profitability. But as with all business tactics, there are some pitfalls to avoid. When you're thinking about implementing PLR, avoid these mistakes:

- 1. Not customizing the information.** Let's face it; a lot of people get lazy and publish the PLR content as-is. Even though experts (like yours truly!) recommend against it, and everyone declares that OF COURSE they'll customize the content they purchase, they don't. In fact, I'd go as far as to say that MOST people don't. That's bad for them because they're not getting the most from their PLR investment, but it's good for you; just a little effort on your part will put you head and shoulders above the other entrepreneurs out there who are taking the short cut.
- 2. Going low-ball.** Everyone wants to save money, but there's such a thing as being smart about it. Buying 100 PLR articles for \$5 may sound like a great bargain, but when you actually dig in and realize that very few of those articles are usable (they're poorly written, on topics unrelated to your niche, or nearly indecipherable), you'll realize you actually wasted money – and, more importantly, time. Go with a high-quality PLR site with a great reputation, even if it costs you a few more dollars upfront. You'll be much better off in the long run. (Plus, you don't want to look bad by using unprofessional content.)
- 3. Using it improperly (wrong rights).** Not understanding what rights are legally yours is not just a mistake, it's illegal. If you use PLR improperly, your site could be shut down, or you could be sued under copyright law. Talk about an expensive mistake! Make sure you are clear on what rights you've purchased with your PLR content, and if you have any questions, clear them up BEFORE you publish the content.
- 4. Not fully leveraging PLR.** You might think if you're using PLR on your blog or ezine, that's enough. Well, it's a start. But just think about all that content that you have at your fingertips, just waiting for you to rework it and turn it into something more! It's a mistake to stop just with text and not move on to audios, videos, reports, podcasts, CDs, DVDs... the list (and the earning potential) goes on!



5. **NOT using PLR at all.** Maybe the biggest mistake entrepreneurs make with regard to PLR is failing to use it. We've discussed how PLR can help you as a business owner, regardless of your niche or specialty. If someone you trusted and admired gave you a piece of exercise equipment and told you it was their secret weapon to reaching a fantastic physique, chances are you'd at least check it out. The same is true for PLR: I'm telling you that it is a secret weapon in creating a fantastic business. So check it out!

PLR is not at all difficult to use, and the mistakes are relatively easy to avoid. When you know what your audience wants and you're willing to put in a little time and effort to give it to them, you're well on your way to PLR success.

## How Do I Create My Own PLR?

Once you see how useful PLR is, you might be wondering if there's money to be made in offering your own PLR. The short answer is, Yes! There are many profitable PLR sites on the Internet, and there's no reason why you can't join their ranks. Before you put out your shingle and start shilling content, think about the following:

- 1. Do I understand PLR?** If you're new to PLR, you need to do your homework before you even think about starting to offer your own PLR content. Do you fully understand the different categories of rights? Do you know who the big players are? Do you know who's using PLR? Do you know how to market to them? Until you do, you'll want to hold off. Start by buying PLR from others and seeing what's involved and then you'll be able to make a more educated decision.
- 2. Is this my main skill that I want to leverage?** Just because you CAN do something well doesn't mean you SHOULD do it. Great writers are often also great communicators, teachers, and coaches. Just because you can write quickly and easily doesn't mean you have to use that particular skill as a PLR provider. Plus, all businesses need to be marketed, so, oftentimes writers start PLR sites but then don't know how to market them. Know yourself. If you think you'll enjoy writing and marketing your content as PLR, then it may be the right decision for you.
- 3. Will selling PLR become a distraction from my main business strategy?** Yes, PLR can be lucrative. But it's hard to do everything well, and you may want to focus on your primary business for now, before taking on an additional business model.
- 4. What's already available in the market?** If there are plenty of PLR sites generating great fitness-related content and that's your main niche, you may want to consider the level of competition before entering the fray. At the same time, the existence of competing sites shows there's probably a market for it – which could be a good thing. Just be clear on your unique selling proposition (USP) before you sink time and money into a new business plan.
- 5. Can I generate volume?** PLR sites make their money on volume. If you don't already have a great list in your niche, it may take some time and effort before you can make a comfortable profit through a new PLR site. Conversely, if you're already well known in a particular industry, you may be able to get a bunch of clients from Day One of your launch.

6. **Can I start small-scale?** Instead of starting your own site, you could start by writing for other PLR sites, or by selling on a smaller scale to a handful of selected customers. This method will allow you to build your clientele and your backlog before going whole-hog into a complete business.

After going through the list above, you'll have a better feel for whether starting a PLR site is right for you.

## Conclusion

Over the course of this short report, you've learned what PLR is, how it can benefit your business, and how any entrepreneur can use it as a shortcut towards profitability. Like all business tools, though, PLR will only work if you actually use it. That means making a commitment to trying it out.

**So here's your assignment.** Go to the sites below and check out the offerings.

Typically, for less than the cost of a lunch at the mall food court, you can find a pack of articles or a special report that's perfect for your market. Buy it, download it, and play with it.

Record some audios, shoot a short video, or edit it into a series of posts for your blog. Figure out what makes sense for you, your business, and your market. And then use it. I bet you'll be glad you did.

### **I Recommended these PLR Sites:**

1. Nicole Dean's EasyPLR.com has been an industry standard since 2006 and is still, to this date, trusted by many of the top marketers online.
2. Nicole Dean & Melissa Ingold's CoachingPLRContent.com. This site offers packages that include PowerPoint presentations and screenshots. It makes creating webinars and videos easy to do.
3. Ronnie Nijmeh's PLR.me. Ronnie's site specializes in personal development PLR.
4. Paul Evans' Nicheology.com. Nicheology was one of the first PLR sites and may still be the largest.