

Top Tips for Using PLR Content



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NOTE: You can give this Report away as long as you do not change it in any way.

Introduction

PLR stands for “Private Label Rights”. When you buy PLR content, you are free to use that content in your business. Different PLR sites do have different terms of use that you must read, but generally, the types of things you can do with PLR include:

- ◆ Re-write it
- ◆ Use it as it is
- ◆ Put your own name to it
- ◆ Sell it
- ◆ Give it away.

However, please do read the terms of the site you purchased your PLR content from, as many do different terms to those above.

I personally have been using PLR content in my own business for a few years now, and have had good results from it. However, I see more and more websites from beginners that are obviously put together with nothing more than unchanged PLR content. That means, none of the content on these new sites are unique, and because of that, they are doomed to failure.

In this short report, I want to highlight the various ways I use PLR content in my own business.

Types of PLR Content

For the purposes of this report, I am only going to consider two types of PLR content – articles and eBooks. Each one has a number of uses.

Top Uses of PLR Articles

Firstly, where do I get PLR articles?

[Niche Health Articles](#). This is my favourite source of PLR articles. They also have a health site for [PLR eBooks](#), and every month, the niches from both sites complement each other. These articles are on health related topics only, but as this is an interest of mine, and health topics generally pay well for AdSense, it is my number 1 choice.

[Article Underground](#) – A hugely popular article site offering 100s of articles every month. The topics of the articles are varied each month. In Neil Shearing's recent [Passive Cash Flow Secrets](#), he shows how using articles from Article Underground, he built up a profitable site that made in excess of \$83 in one day. The site was built automatically using a script that Neil only sells to his Passive Cash Flow Secrets customers. All he does is import the articles, and leaves the script to it. I cannot tell you too much more about this, as it is not available outside Passive Cash Flow secrets.

It should be noted that both of these PLR article sites offer more in their subscriptions than just articles. You should read the respective sales pages if you are interested for more information.

PLR Article Use #1 - Re-write the article for your own website

This is probably the way I use most PLR articles. I'll open two copies of my text editor on the screen and position them side-by-side. I load the PLR content into the left hand text editor, and then start work. In the right hand editor, I re-write the article in my own words. The way I do this is easy. Read the first paragraph of the PLR article, and then without looking at the PLR article, re-write that paragraph in my own words into the right hand text editor.

By the time I have finished, I have an article, written in my own words, that is 100% unique to the original (in terms of words on the page).

I don't usually leave it at that though. Often, I'll add in a new paragraph or two of information (either taken from another PLR article, or my own ideas and thoughts on the topic if I know anything).

Finally, before posting on my site, I'll either add AdSense, or an affiliate product to the page.

When you are building a site in an unfamiliar niche, using PLR articles (as long as they are top quality) can speed up content creation, as they act as a kind of ready-made blueprint for your article.

PLR Article Use #2 – Re-write and post on another site

Another great use of PLR content is to re-write it, and then use it for getting an inbound link to your site.

Once you have re-written the article (as described above), submit it to one or more article directories (ezinearticles and goarticles are my two favourites). The other option (and in many ways a better option, though more difficult to get it published) is to contact webmasters of similar, though non-competing sites, and ask if they would like to publish your content on their site.

The way you get a link back from these types of articles is to use a resource box, where you “pre-sell” a page on your site, and provide a link. When the article is published, it is published under the agreement that this link remains intact.

The beauty of this system is that if your content is good, others will want to re-publish it on their sites as well, meaning more incoming links for your site.

PLR Article Use #3 – As Autoreponder courses or Newsletter Content

It is well known that people don't often buy from a site on their first visit. They often need to have several contacts with the site before they will do so. One of the best ways of keeping in contact with your visitors, is to collect their email addresses, and either publish a newsletter, or create an Autoreponder course.

Autoresponders can be a lot of work to setup, but thankfully, PLR content can come to the rescue. If you have 5-10 interesting PLR articles, why not turn them into an autoresponder course. It will take a little editing, but the effort is worth the time. Make sure that your autoresponder messages pre-sell aspects of your site, or affiliate products, or why not just post a summary of the article in the autoresponder message, and get them to click through to your site to read the full message. Remember, the full article on your site can have AdSense, and/or product promotions weaved in.

PLR Article Use #4 – Creating FAQs

FAQ stands for “Frequently Asked Questions”. Articles are great sources of information, and can therefore be used to create a FAQ section on your site. Why not have a menu somewhere on your homepage, with a title “FAQ”, followed by 5 – 10 questions. Each question can be hyper linked to a page on your site, with the full article, answering the question. Of course, you’ll have AdSense on those page, and/or product promotions.

PLR Article Use #5 – Top 10 lists

These are something that I like to do to add a little interactivity to a page. It’s similar to a FAQ section, but the title of the menu will be something like “Top 10 diets that work”. In this example, I am assuming that you have some PLR content on diets. You’ll then have a list of 10 diets (in the order of importance), with each diet name linked to the article on your site for that diet. If top 10 is too much, consider top 3 or top 5 as alternatives.

PLR Article Use #6 - Content Snippets

Long pages of text can be very boring to look at, so one idea for creating a little more interest on your pages is to include “content boxes”. These are small boxes of content that separate and divide your content. They can be inline with the main article on the page, or in a menu.

These content boxes just include interesting or entertaining snippets of information. PLR articles are great sources of this type of content.

E.g. here is a snippet of content I have taken from a PLR article I bought from Niche Health Articles:

“ High blood pressure is often described as being silent and there is referring to the fact that there are very often no overt symptoms of an underlying problem. Unfortunately high blood pressure is a very serious health concern that can double or even sometimes triple a person’s chance of developing heart disease, kidney disease or a stroke.”

If I were creating a page on high blood pressure, this would be a great “content box” to insert somewhere on the page. It breaks up the main article, and provides valuable information at the same time.

PLR Article Use #7 – Compile into an eBook

A great use of PLR content is to bundle them up into some sort of coherent order, and create a PDF eBook or report.

You will need to edit the content, inserting affiliate links; diagrams and other content, but if the quality is good enough, you could sell it as an eBook.

The other alternative is to create a free eBook (or Report) that can be given away, but has your affiliate links coded into the pages, so that if someone reading the book buys something, you get the commission.

Top Uses of PLR eBooks

Firstly, where do I get PLR eBooks?

[Niche Health Products](#). This is my favourite source of PLR eBooks. These eBooks are on health related topics only, but as mentioned above, this is an interest for me, and the AdSense is generally good.

[Nicheology](#) – A hugely popular PLR eBook site, and probably the first one that sprang up (at least it is the first one I remember). This is a closed membership site, and is currently full ([see the main sales page here](#)), but if you follow my link above, you should be able to get in through the back door (a special arrangement I have with the guys who run the site).

It should be noted that both of these sites offer more in their subscriptions than just the eBooks. You should read the respective sales pages if you are interested in more information.

PLR eBook Use #1 – Break up the Content For your Web Site

Although I would recommend re-writing any of the content you use on your site from PLR material, breaking up an eBook into pages of content can be a great way to add valuable information to your site.

All content you publish should be re-written with keywords and themes in mind, as the original author of the material will not have been working to any sort of keyword list. This is easy. Simply look at the overall topic of the page, carry out some keyword research on the topic, and find the kind of words that people are using to search for information on this topic. Compile a list of theme words, and re-write your content with one eye on your list. If you want more information on this themeing, please read [my free report here](#). It will show you the kinds of things I look out for when creating my own content.

PLR eBook Use #2 – Break up the Content For Other Web Sites

This is similar to the above use, but instead of publishing the content on your own site, publish it to article directories, or offer it to other webmasters to publish on their sites. Using carefully crafted resource boxes will ensure a steady supply of traffic back to your site, as well as the benefits of the backlink itself.

PLR eBook Use #3 – Break up and use as Snippets

This is the same as PLR Article User #6

PLR eBook Use #4 – Create FAQs

This is the same as PLR Article User #4

PLR eBook Use #5 – Create Top 10s

This is the same as PLR Article User #5

PLR eBook Use #6 – Re-write and release as free viral eBooks

Any PLR eBook you own has the potential to be turned into a viral eBook, bringing traffic to your own sites, as well as the merchants you affiliate with.

When you re-write the book, look for opportunities to review products, or point readers to a page on your site (which might contain AdSense). E.g. if I was re-writing a book on blood pressure, I might write reviews of 5 different blood pressure meters. These reviews don't have to be from my own experience, but can be written using information on the merchant's website, as well as on other sites that review the same products.

You can then either put the reviews in to the eBook itself, or post the reviews on your website. Then, in the book, you can direct the reader to the review on your website, which will have a link to buy the monitor, and/or AdSense ads.

Since this eBook is free, all of your visitors can download it for free. You might like to capture emails before they download, so you can send them a newsletter, or autoresponder course as well. The more contact you have with your visitors, the more likely they are to become customers.

PLR eBook Use #7 – Re-Write and sell the eBook

This is similar to the last point, but instead of giving the book away for free, you sell it. If you go this route, try not to overdo the affiliate links in the book. People feel cheated to have bought a book that then goes on to try and sell a number of other products. A good way to make backend money on paid eBooks is to link to pages on your site from

within the book, e.g. “click here to read how I lowered my own blood pressure naturally”. That page on your site will have AdSense, and possible product promotions as well.

PLR EBook Use #8 – Break up for autoresponders

This is the same as PLR Article User #3

Summary

Many people are going to ignore the advise in this report simply because it takes work. Having to re-write content is not something that most people enjoy. However, in my experiences online, re-written PLR content can be as good as any content written from scratch by a competent author.

The benefits of PLR content in unfamiliar niches are great, as you don't have to go and research the content for your site, your autoresponders, your reports etc. The research is contained inside the PLR content that you have purchased.