



Massive Content Creation Made Simple:

**Genius Ways To
Use & Profit From
PLR Content**

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This guide is going to show you how to effectively create more leads and sales –without spending a whole lot of cash or investing too much time. And it all starts with something simple – content.

Is Content Really King?

You’ve probably been told that when it comes to Internet business, content is king. We tend to agree, but in order to really grasp this concept, it’s important to have a true understanding of ***WHY*** content is so valuable.

So, instead of giving the “content is king” idea lip service, let’s look more closely at...

How Potential Customers Find You

Whenever Internet users sit down at their computers looking for information on a topic, most go to a search engine and enter a targeted phrase that describes the information they are seeking. The more targeted content you offer your readers, the greater the chance of people finding you for the various phrases they enter.

For example, if they need a recipe for leftover chicken drumsticks, they might search for “leftover chicken drumstick recipe”. If you have a recipe for leftover chicken drumsticks on your website, they can find you.

Or perhaps they want to know “how to make a free blog” or “how to get rid of toe fungus”. If that information is on your website, they’ll find it.

Once they’ve found your content, they’ll read it. This is your perfect opportunity to make relevant product recommendations and offer your new readers a free sign up to your newsletter...and thus a new relationship begins.

It’s nicely summed up in this quote by Dr. Ken Evoy of SiteSell.com:

"Web users **search for information, for solutions**. They are not looking for you - they don't know you (yet!). They seek what you know. Give it to them. Convert your knowledge into in-demand content. **To succeed online**, start where they start - at 'the search'."

And even as early as 1996, Bill Gates was stressing the importance of content and making money online:

"Content is where I expect much of the **real money** will be made on the Internet, just as it was in broadcasting."

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The even better news is that after your content is put to use, much of it can become a nearly automated process. The articles on your website keep working, the content in your autoresponder keeps doing its job and your information products keep selling as you continue to build your content empire.

Best of all, publishing content is much cheaper than a pay-per-click campaign or other forms of paid advertising. Plus, the effect of great content tends to multiply all on its own, unlike most paid advertising campaigns because...

Word-of-Mouth Keeps It Going

Word-of-mouth plays a huge part in your website's traffic. As visitors come to your site, they will read the content. If it's informative and helpful, they will pass the word on about your site. They may tell their friends and family about it, mention it in their blog or on a message board, etc. All of this will bring you even more traffic. By giving them something to talk about, you can position yourself way ahead of the competition that tries to work without a content strategy.

The visitors that love your content will also come to your website over and over again, increasing the chances that they will buy more products from you.

Just a bit of caution regarding word of mouth...it works both ways. On the flip side of telling others about your great information, visitors will tell others to avoid your site if you don't provide good content. The quality of your content is just as important as the content itself, so be sure you're giving your readers the credible information they really want.

This is an ***EXTREMELY*** important point to remember, especially when using PLR content. We'll be addressing that issue later when talking about finding quality PLR and we'll show you exactly what to look for to find the quality you need.

First, some more benefits of content...

Establish Your Company's Expertise & Credibility with Content

Top-notch content not only generates great word-of-mouth, it can also help you establish your company's expertise. Your readers will appreciate the information you give them and will continue to come back for more. They'll also buy your products because they trust you. Others in your market will come to respect your knowledge and that can be a great opportunity for publicity. Provide great content and people will approach you for interviews, quotes for books, articles, to promote your products and more.

Being seen as a source of expertise in your market definitely has its benefits. Try doing that if you limit your marketing to a sales page or a shopping cart. It's much tougher to

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achieve when your public image is all about selling and not about educating. The Internet is an amazing sales tool, but it is still first and foremost an informational tool for its users. Take full advantage of that by educating **AND** selling.

In addition to positioning yourself as a source of expert information, content helps you to...

Build Meaningful & Beneficial Relationships

As we mentioned above, your content establishes trust with your readers. Not only do people appreciate credible information, but when you continue to deliver the content they need, they come to feel like you really understand them. They will see your website as their trusted advisor. Honor that relationship by providing your readers with what they need.

And sure, being a trusted advisor can seem like a big responsibility, but don't worry...we'll show you how to gather that content to make it much easier.

Being trusted and seen as an expert are terrific things. Still, you probably also want to...

Make More Money

It's great to be able to help people, but to be able to help them **AND** make money at the same time is priceless, and makes business worth doing.

Your content can directly make you more money by:

- Selling your products in your articles, reports and other content.
- Building your mailing list. When people read your great content, they'll want more, so invite them to sign up for your mailing list.
- Placing AdSense or other ads in your content.
- Affiliate income by recommending other people's products.
- Selling your content in the form of ebooks, workbooks, in membership sites and more.

Those are just a few **direct** ways your content can make you money, but what about putting together all this content? It may seem like a daunting task, but Private Label Rights (PLR) content can make it a whole lot easier.

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So What is Private Label Rights (PLR) Content?

PLR content is a great way for you to build your sources of content without huge expense or time investment. Simply put, PLR is content that you can purchase and then modify to suit your unique business needs.

You save money because the same modifiable content is sold to other business owners but often in limited distribution, thus lowering the cost to you in comparison to hiring a writer. This means you get **more content** at a **lower price**.

You save time because you don't have to do the research or the writing. You certainly don't need to be typing all day to build your business.

What About Saving Money Using Free Reprint Articles?

As you may know, there is something called "reprint rights articles" that you can get completely free for your websites. Just go to a site like ezinearticles.com and you'll see a TON of content you can grab for free.

Why shouldn't you save ALL your money and time by using reprints?

Reprint articles are freely available articles that you can publish on your website, in return for including the author's byline or resource box at the bottom. Certainly, if you find some great articles you can publish them on your site, but you are limited in how you can use these articles. You have to publish them completely in their original form and link out to the author's website.

In most cases, you want to have more control over your content and have links to your own products or affiliate links, instead of another publisher's website. It just doesn't make sense to link out to other people when you can have your own cost-efficient content.

But is it Ethical to Use PLR Content?

This may or may not be a concern to you, depending on how you look at it. Interestingly enough, it's a big question that a few people seem to have regarding the use of PLR content.

Here's the reasoning: "If I publish content written by somebody else, I am a fraud. I am trying to establish my expertise, but someone else is putting my words together for me."

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We could definitely understand that if you just took all the PLR articles, slapped them on your site, loaded them into your autoresponder and sold the content as ebooks without even looking at any of it.

Let's be serious. Most large and even small brick and mortar company **owners** don't put together all their own written material. They have secretaries and other professionals to write letters, put newsletters together and get the word out about their businesses. That's because the owner is busy running the business and doesn't have time for every single task.

And besides if great managers were meant to be great writers – they'd be AUTHORS not managers! ☺

Here's the important thing to ask yourself: What does the good business owner do before he signs his name to the newsletter or letter? Yep, you guessed it. He looks it over to ensure it represents his business as he wants it to, and makes changes or has his staff make the necessary changes.

Using content written by others is **not a loss of control** over your business. Instead, it is a wise use of your time. Of course you should never get it into your head that you can buy some PLR and forget about it. If you do that, you'll never get the most of your content and you'll likely trash your credibility.

So, let's forget this idea that you have to type every word published by your company. It's simply not practical.

But then sometimes those who object to the use of PLR say that your readers will come across the same content all over the Internet...

We don't think they've considered:

- ❑ **Every news outlet runs the same stories** - sometimes they are written differently, but many times they run the EXACT same story. You'll find the same in the magazines that so many people turn to for good content.
- ❑ If it's useful content that will benefit your readers, **why keep it from them?** They deserve the information and you may be the only way they can get it. The key is to provide informative content to your audience.
- ❑ **The Internet is a HUGE place** and the likelihood of seeing the exact same content is pretty small. Sure, it will happen now and then, but don't let that keep you from sharing good content. Plus, many PLR providers limit distribution to keep these occurrences to a minimum.

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If you aren't a good writer, don't enjoy writing or don't have time to write, don't limit yourself. The possibilities of business growth shouldn't suffer because you feel you need to write ALL of your content.

So Can I Publish PLR Content As Is?

Many people want to know if they can simply take PLR content as it is provided and publish it, without any modifications.

Of course you can.

Will you benefit from the method? Yeah, you probably will find some benefit.

But are you making the most of your PLR content? Probably not.

You see, the smartest PLR publishers take **just a *little* extra** time to make sure their content is the perfect fit for their readers. They might do things like:

- **Add examples to articles based on their personal experience.** For example, if the PLR is teaching “The Health Benefits of Cross-Country Skiing,” the publisher can tell the reader how they lost X pounds while cross-country skiing and how it felt to really get back to nature, which in turn reduced his stress levels. It really helps the reader relate to the sender of the message.
- **Link to other useful information and products.** Whether it's links within the article or a recommendation at the end, savvy PLR publishers go this extra mile to ensure PLR is at its peak performance.
- **Find a few useful paragraphs to add to another content piece.** For example, if a PLR article included five steps to setting up a Blogger blog and the publisher happened to be writing a newsletter on that very topic, he could just take the snippet from the article he needed and save a ton of time.
- **Use PLR to show differing opinions.** Much of what are called “facts” in life are actually just opinions. Publishers may find a PLR article with a different viewpoint than their own and can bring those issues to their readers. There's nothing like creating a little controversy to get people to take notice.

It really doesn't take much time to add a personal touch to PLR content, but the resulting response from your readers can be immense!

And if you're still not sure exactly HOW to use your PLR Content, here are some ideas...

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21 Ideas for Your PLR Content

There are so many things you can do with content...and PLR content is no different. Here are 21 ideas to get your creative juices flowing.

Note: *Always* check the terms of use for your private label content – some usage rights vary. However, if you use our content at AllPrivateLabelContent.com, all these uses are perfectly acceptable.

1. **Search Engine Food:** Place the articles on your website and modify them to target your own chosen keyword phrase. Never expect to receive a ranking for the keyword phrase the article was originally written for, because you'll just be competing with everyone else who publishes the same article. Think a little outside the box and you'll do great.
2. **Ezine Content:** If you publish a full-blown ezine, complete with articles, here's an easy way to add content. Just pop in the articles and you're ready to go.
3. **Personal Newsletter Content:** Use the content ideas as a basis of communicating directly with your newsletter subscribers. Just because the content is formatted as an article, doesn't mean you can't take those ideas and make them your own by adding your own comments, opinions, etc.
4. **Load Your Autoresponder:** If you haven't updated your pre-sequenced autoresponder in a while, load your autoresponder with fresh PLR content so you stay on your prospects' minds.
5. **Make an Ecourse:** Selling a product via an ecourse? Take the content and make a 5-7 day ecourse that informs and sells your product at the same time.
6. **Blog Content:** Just like with your email marketing, you can publish the articles as is, or use them as a basis for more personal communication with your readers.
7. **Promote Products:** Wherever you publish PLR, link to relevant products to buy. Promote your own products or use an affiliate link.
8. **Display Ads:** Whether you use AdSense, Text Link Ads or Auction Ads, it doesn't matter. PLR content is perfect for displaying these and earning some extra cash.

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9. **Promote Your Mailing List:** If a mom likes the content in an article, she'll likely want to sign up for your mailing list...so be sure to offer a free subscription.
10. **Build Your Mailing List by Giving Away a Report:** Put together a bundle of articles into a useful report or purchase a PLR report or ebook. Give it away free to anyone who signs up for your mailing list.
11. **Use the Content as a Basis for an Information Product:** Use the content to help create your own information product for sale or by ready-made ebooks and info products that you can brand and modify to suit your needs. A lot of the writing and research is already done for you, making it a near no-brainer.
12. **Give Articles to Your Affiliates:** Modify the articles to strategically promote your product and give the articles to your affiliates to publish as is.
13. **Create Brandable Reports for Your Affiliates:** Affiliates love giving out top-quality reports. Bundle those great articles into a report and allow your affiliates to distribute them with their affiliate link inside.
14. **Turn it Into Audio or Video:** Use the content as a basis for an audio recording or video. It could be freely available, a free subscription offer or even a product for sale.
15. **Turn PLR Recipes into Recipe Books:** Bundle recipes into a themed recipe book. Try making it an unannounced bonus for your customers or subscribers ...they'll love it.
16. **Add Interactivity to PLR Product Reviews:** Place reviews on your site with your affiliate link and allow your readers to submit their own reviews and ratings as well.
17. **Target General Content to Your Audience:** If you have PLR content on a generic topic like time management, you can easily do a bit of rewriting to really speak to your audience (i.e. "Time Management for Moms"). Flesh out articles with examples your audience can relate to and add some practical tips they'll be sure to use.
18. **Make Pamphlets & Booklets for Offline Use:** Who says PLR is only for online promotion? Ask if you can leave the pamphlets/booklets at doctors' offices, stores, mommy groups or wherever moms gather in your neighborhood.
19. **Turn PLR Content into a Bonus Product:** Add more value to your product by creating a bonus out of PLR content. It doesn't matter if it's an information

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product or a consumer product, go the extra mile by offering valuable and relevant information.

20. **Add the Content to a Membership Site or Other Continuity Program:** If you have customers paying for any type of subscription, offer some PLR content to add more value to your offer.
21. **Print Out That Bonus & Include it with Your Shipped Products:** For example, if you sell a baby monitor that you ship to your customers, put together a printed booklet that shows parents how to help their baby sleep better. Your customers will appreciate the extra effort.

Now that we have some great ideas for using our PLR content...

Let's Talk QUALITY

In theory (and in practice when you do it right), PLR content is a wonderful thing and since it's a hot marketing tool, many Internet marketers immediately see dollar signs. It seems like everyone has a PLR membership site.

Unfortunately, not all PLR memberships are created equal. There is a LOT of garbage out there and plenty of corners being cut by PLR site owners who are hoping that you will never read the content that they are charging you for month after month.

Some of the PLR problems to watch out for:

- ❑ Sites that hire extremely low-cost writers that produce poorly researched and written content.
- ❑ Sites that hire writers whose second language is English (to save money), resulting in far too many grammatical errors.
- ❑ Sites that think volume is more important than quality. You'll find some sites offer a huge number of articles at ridiculously low prices. They think it's more important to provide MORE content than actually provide GOOD content. Sometimes the old adage is true – “You get what you pay for.”
- ❑ Sites that share content with other membership sites. Some PLR sites say they limit membership to their site, but then they share the content so other PLR memberships can offer the content to their members. We don't like this kind of deceptive marketing and it shouldn't be acceptable to you either.

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So, how do you know which memberships to go for?

Sometimes it's trial and error. Sign up for a site that has a solid guarantee and refund policy. If you find the content isn't worthwhile, cancel and ask for your money back. Search on Google for "PLR articles" or "private label rights content". You can also add the topic you're looking for into your search to get more targeted results. For example, search for "WAHM PLR" or "web design private label rights content" and you should find some potential providers.

You can also ask your friends and online colleagues for recommendations. Ask who provides quality content and try those sites.

It's Also Important to Understand What Makes Quality Content

It's true that you don't have to be a terrific writer to provide great content to your readers. You just need to understand what great content is – especially when it comes to Internet users. Unless you're in a very formal market (scientific, legal, etc.), here are some guidelines to help you find good content. Make sure the content you receive is:

- **Approachable:** Generally speaking, articles and other relationship building content have a conversational tone. They're not formal essays, but a kind of one-way discussion to connect with your reader. Writing should be empathetic toward the reader's problems and provide useful solutions.
- **Informative:** Your content should be designed to inform your readers and help them solve problems...and yes, it's okay to add some self-promotion or product recommendations where appropriate before you publish the PLR. Include solid tips with real information and examples.
- **Reader-Friendly:** Online reading can easily cause eye-fatigue. PLR should be written in simple to understand sentences and paragraphs. Content should be broken up by using focal points such as headlines, sub-headings and bullet points.

When you understand what goes into good content, it's much easier to spot the quality PLR content you need for your business.

And, of course, we provide a variety of PLR content at AllPrivateLabelContent.com and you can pick and choose which memberships or bundles will suit you best.

Here's why we're different:

- ❑ **We never go for the cheapest writers...** quality is much more important.
- ❑ Our writers have a **full command of the English language.**

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- ❑ **Limited membership** and we **do NOT share** our content with other PLR membership sites.
- ❑ Our memberships offer a **variety of content pieces including** articles, reports, checklists, recipes and reviews.
- ❑ All our content is **reviewed and approved** before provided to our PLR customers.
- ❑ **Fresh content each month** and not just the same rehashed garbage over and over again like some sites like to provide.
- ❑ **Affiliate program suggestions** for your articles, in case you don't have a relevant product but your target market would be interested in the article's topic.
- ❑ If you don't want to be tied to a membership, you can choose an **article bundle** on a specific topic. You'll receive a package of 15 articles that you can publish right away.
- ❑ Or if you're interested in writing more of your own content, but don't want to spend time doing the research, you can purchase one of **our very cost-efficient research bundles**.

SAVE TIME WITH ALL PRIVATE LABEL CONTENT – Auto-Publish to Your WordPress Blog

If there is on drawback to using PLR on an ongoing basis is that if you don't use it up, it can just collect virtual dust on your hard drive. To help with this, our monthly members have been given a free license to handy WordPress plug in.

Speedy APLC Publisher is a handy plug-in for your WordPress blog that allows you to ***instantly*** publish your PLR content to your blog with just a few clicks of a mouse. It makes publishing a near no-brainer – and yes, you can still edit all your content before it actually goes live.

With the plug-in, you can:

1. **Mass upload articles** in .txt format - All our articles are in .txt format, but you can also use the plug-in for other PLR content, provided it is in .txt format as well
2. **Schedule imported articles for publication** e.g. Every other day, every 2/3/etc days.
3. **Choose your categories.** Publish all articles in one category of your choice or individually select a category.
4. **Choose your authors.** Assign all articles to one author or individually assign articles to author(s) of your choice.

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It's VERY handy plug in that will make it easy for you to use all your PLR content. Your plug-in license remains active for as long as you keep your monthly membership active.

In addition, we keep all our memberships, articles and research bundles topic & market focused. So many PLR sites give you a mishmash of content and keep you from being focused on maximizing your business in your target market.

We pride ourselves on our motto: "All the Content You Need and None of the Content You Don't Need."

Check it out at: AllPrivateLabelContent.com.

One extra perk is access to our private members-only forum with every purchase. There, you can find great discussions on using PLR content and ask questions. We also love hearing from our PLR users and receiving suggestions for future topics.

Wherever you get your PLR content doesn't matter – as long as you find the quality and topics you need. If you follow the suggestions in this guide and use the ideas for making good use of your PLR, you'll be profiting from PLR in no time.

To your content publishing success,



Alice Seba
Mila Sidman

Alice Seba & Mila Sidman

Your Partners in Online Success at AllPrivateLabelContent.com

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