

# USING PLR

## Why Content is King

- ✓ All businesses, including extremely popular brands, understand the importance of employing quality content in their marketing strategy and publish lots of content all around the Internet, including on their blogs and websites and social media daily
- ✓ Let's consider other reasons for the importance of high-quality content marketing as a strategy
  - o High-quality, instructive, solution-centered content can help to build your brand's reputation exponentially in a very short time
  - o Google now predominantly favors websites that contain significant and applicable content
  - o If you publish lots of interesting content online, you may have noticed that your search results have improved when you search for items on Google, Yahoo! and so on
  - o Besides having an incredible outline, websites need to likewise have realistic and fresh content uploaded to them regularly
  - o Another reason why having a lot of quality content on your website is important is because you will get lots of interlinking

## What is PLR?

- ✓ Private label rights, or PLR, is content you can purchase special rights to so that you can edit it in any way you wish and claim ownership of it
- ✓ PLR licenses can be acquired for various kinds of intellectual property including articles, eBooks, video, software, sound, and illustrations
- ✓ PLR content is an extremely cost-effective approach to delivering consistent content for marketing purposes
- ✓ Below are some of the benefits of using PLR content
  - o It saves you time
  - o It saves you money
  - o It can speed up your reputation as an expert
  - o It makes you look like a brilliant writer
  - o It makes you look like a jack-of-all-trades
  - o It is easy to optimize

## The Pros & Cons of PLR

- ✓ Below are some of the cons of using PLR:
  - o Investing some time
  - o Finding quality content
- ✓ Below are some of the pros of using PLR:
  - o Saves time
  - o Contains no outbound links

- o Is Cost efficient
- o Can be revised or altered
- o Helps with credibility and brand recognition
- o Allows you to focus on your business
- o Trusted quality

## **How to Use PLR to Grow Your Business**

- ✓ There are three different ways you can use Private Label Rights to grow your business
  - o Grow your traffic
  - o Grow your list
  - o Grow your income

## **Ways to Customize PLR**

- ✓ Identify and add relevant keyword phrases
- ✓ Change the title
- ✓ Change the headings and subheadings
- ✓ Change the introduction
- ✓ Include transitions
- ✓ Include conclusion
- ✓ Include personal anecdotes, stories, examples
- ✓ Include quotes (relevant or from experts)
- ✓ Include statistics or research

- ✓ Include images
- ✓ Include tweets
- ✓ Include an infographic
- ✓ Include a video or screen capture
- ✓ Include affiliate links
- ✓ Include your call to action (CTA)

## Quick Tips for PLR

- ✓ Before you buy or spend time searching for and evaluating the massive amounts of PLR available, ask others in your industry where they buy theirs.
- ✓ Ask for recommendations in forums and groups you are in, like niche-specific Facebook groups. If someone in the group has found a great PLR vendor, they'll be happy to share.
- ✓ If you've gone to all your favorite PLR shops but can't find what you are looking for, try typing in the topic + "PLR" into a search engine. You will need to weed through the low-quality sites, but once you've used PLR a while, you'll be confident in doing that.
- ✓ Even though PLR is extremely cost-effective, be willing to pay a bit more for the best stuff available. That may mean "splurging" on PLR that's \$1 a page instead of \$0.35 a page. Remember, the old adage, "You get what you pay for" is often true!
- ✓ If you come across a new PLR store and wonder if the quality is truly as good as it sounds, go ahead and opt-in to the seller's email list. Most PLR vendors give away free PLR to subscribers, so it's a great way to give their content a try without any risk. You can always opt-out later if you don't want to receive their emails.
- ✓ Once you find your favorite PLR shops, join their subscriber list!

- ✓ If you can't find what you need anywhere, consider contacting your go-to PLR providers and ask them if they'd be willing to create some on that topic.