

# USING PLR

How To Use Private Label Rights To Grow Your Business



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# Introduction

Even if you are a newbie in the online entrepreneur landscape, you've probably heard Seth Godin's quote, "Content is king," bandied about all over the Internet. When the average person in today's digital world needs answers, they go to the web to locate it as quickly as possible. Your audience and potential customers are constantly looking for content they can devour, and if you can deliver what they need in the way they prefer to consume it, you're golden.

However, as a business owner, you have a lot of different plates spinning in the air, all at the same time. How can you keep up with your fan's demands for content? And not just any old content—it must be fresh, innovative and useful. And don't forget well-written in a voice your readers have come to expect from you.

The huge marketing gurus can afford a team of ghostwriters, but what about the rest of us? If you've asked this question, you are in the right place, my friend. Because what we are going to share with you in this eBook will change your life dramatically. There will still be work involved, but by using the secret weapon of smart, savvy online entrepreneurs, you too can begin to enjoy having free time again.

The secret weapon is, of course, Private Label Rights, better known as PLR. In this eBook, we're going to show you how to put this affordable content to work for you by growing your content marketing efforts without breaking a sweat. Let's get started, shall we?

# Why Content is King

Before jumping into the details about how PLR can help you grow your new or existing business, let's consider why content is so important to every online entrepreneur.

We've already established that the number one reason you need to publish consistent, hard-hitting content is because that's what consumers want. 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.

To keep up with your competition, you too need to offer potential customers what they seek and in a way in which they search for it. Let's consider other reasons for the importance of high-quality content marketing as a strategy.

- High-quality, instructive, solution-centered content can help to build your brand's reputation exponentially in a very short time. However, producing and publishing low-quality content waters down your reputation for being a professional. As a matter of fact, junk content takes a heavy toll on your credibility and could adversely tarnish your trustworthy online image.
- The recent Google algorithm updates have drastically adjusted the scene of digital marketing and Search Engine Optimization (SEO). Google now predominantly favors websites that contain significant and applicable content while at the same time not only ignoring but punishing sites that resort to including spammy backlinks in their content.

- 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. These search engine algorithms are increasingly placing more emphasis on how relevant the content on your website is. For the proactive internet marketers, this is a welcome development that is beneficial for both the search engine bots and your potential audience.
- Nobody wants to see irrelevant content come up in the search results when they're looking for content that is related to the keywords that they've entered. If a website has lots of relevant content that comprehensively discusses and analyzes your keywords, then without a doubt, that website will rank higher in the search engine results.
- Besides having an incredible outline, websites need to likewise have realistic and fresh content uploaded to them regularly. This does not mean, in any case, that sites like yours should conjure up just any kind of content. For your content marketing campaigns to be truly successful, it is imperative that you create and publish only high-quality content on a regular basis.
- Another reason why having a lot of quality content on your website is important is because you will get lots of interlinking. This means lots of good pages will link back to your main page. Search engines are quick to pick up on links directing to a particular page when a search query is made. When your website happens to be that address where other sites link to, it means that your website is relevant, and this can only be made possible by having good content.

Content marketing is the best way for businesses to grab the attention and loyalty of their potential customers. There's no way around it. And the content you produce and publish can make or break your company. Now that you understand the importance of content in your marketing strategy, let's dig into how Private Label Rights can turn your business around while making less work for you.

## 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. This is content that has already been developed by someone else for you. PLR licenses can be acquired for various kinds of intellectual property including articles, eBooks, video, software, sound, and illustrations.

Having trouble staying ahead of the necessary blogging schedule so you can stay competitive in your market? Well, what if we told you that you could purchase PLR articles at a fraction of the cost of hiring a ghostwriter to revamp and post on your blog.

Or, maybe you've wanted to write an eBook to help raise your status as an expert in your field but can never find the time? You could purchase a PLR eBook, customize them, put your name on the cover and sell them, keeping 100% of the profits. In this situation, you would have the same rights to the content as any other author would.

And these are just two basic ways you can utilize Private Label Rights to grow your business.

PLR content is an extremely cost-effective approach to delivering consistent content for marketing purposes.

If you are a veteran online entrepreneur, you may have a negative view of Private Label Rights. When the Internet first became a way to run a legitimate, profitable business, most of the PLR available was poorly written and researched. But as content became the main way businesses

could separate themselves from the herd and market their product and services, PLR providers stepped up their game. They know that if they provide sloppily written content, they will put themselves right out of business.

With the ever-growing demand for quality content consistently on the upswing, more writers started their own PLR stores to provide solid content all online entrepreneurs need. Now, you can find top-notch quality PLR on just about any topic and in a wide variety of formats.

To break it all down, below are some of the benefits of using PLR content.

### **It saves you time**

As a business owner, regardless of how much knowledge you may have about your industry, it can be energy-draining and time-consuming to churn out relevant content for your blog or website on a daily or even weekly basis. PLR articles save you the time of developing all the content yourself, thus allowing you to focus on other important matters of your business.

### **It saves you money**

Most business owners who don't have the time to write all their content themselves would prefer to hire the services of a ghostwriter. However, that can get expensive fast. In fact, it's not unheard of to get a large bundle of PLR content for the price of one 400-word article from a ghostwriter!

## **It can speed up your reputation as an expert**

Another advantage of using PLR content for your business is that it can jumpstart your reputation as an expert in your field. The faster and more consistently you publish content on your blog, website, and social media, the faster your reputation can strengthen and spread. Using PLR for your specific audience can grow your email list, engagement, and social media following in a way that builds trust and earns respect.

## **It makes you look like a brilliant writer**

Even if you did have time to write all your own content, many entrepreneurs don't feel confident in their writing abilities, or they just don't enjoy it. People who develop PLR content are people who enjoy writing and may have a good understanding of the subject and know how to efficiently research. Now, with the help of PLR, you can utilize PLR written by those with the expertise do the writing while you take credit for it.

## **It makes you look like a jack-of-all-trades**

Maybe you enjoy writing and are good at it but hate making images, or you've been told it isn't your forte. No longer a problem. Now you can easily and inexpensively purchase pre-made images that you can brand as your own using free, simple tools such as Canva.

The same goes for videos, infographics, PowerPoints, audio—you name it. If you don't have a skill or the technical know-how to produce a form of content, you don't have to deal with the big learning curve. You can now find a quality PLR provider who can deliver that type of content for you to use and adjust it to fit your needs.

Private label rights aren't all about written content alone. It is a business solution that includes a variety of content formats that consumers can't get enough of. These include such things as information products, software, graphic files, videos, checklists and cheat sheets, as well as eBook and others.

### **It is easy to optimize**

PLR providers know you want to modify the content for your own brand and that you want to do this quickly and easily. They offer their content in easy-to-brand and format files, so you can use your skills to make short work of editing and branding the content you buy from them.

In a nutshell, PLR is the best, low-cost way to radically cut the amount of time you spend coming up with content ideas, researching, writing, and editing all the content that today's online entrepreneur must publish to stay fresh in the mind of their customers and grow their business.

### **Is PLR Legal to Use?**

The answer to this question is an emphatic and resounding YES! As earlier stated, when you buy PLR content, you are legally purchasing a license to take that content and claim ownership of it by putting your 'private label' on it. You have the liberty to brand, modify, and edit the content as you please.

One thing, however, that you need to bear in mind is that you are not the only one who has or will purchase the same content. Private label contents are available for anyone to buy and are sold and distributed to numerous clients by the seller. Because the content isn't distinct or

unique, it's vital that you alter the content in a way that makes it unique and in line with your voice and brand.

Another important point to make here is that each PLR provider has their own terms of use. This means there's no standard that you can assume is true when you buy from a new provider. But this isn't a problem at all, as long as you are aware of that specific PLR provider's rules for using the product. All PLR providers include a short terms of use document in their PLR files, so you can always quickly refer back to them as needed. Most PLR providers have very few restrictions on how you can use their done-for-you content, and they spell them out clearly.

There are hundreds of legitimate ways that you can use PLR content. Here are just a few basic ideas of ways you can use PLR to get you started thinking about how you could put Private Label Rights work for you:

1. You can separate sections or chapters of a PLR report or eBook and turn it into posts for your blog.
2. You can capture the main ideas and utilize them as messages in your autoresponder.
3. You can add together a bunch of articles to create your own eBook or report.
4. You can take highlights from content to create slideshows or recordings.
5. You can break out chapters of an eBook to create online course content or webinars.
6. You can post pictures and infographics on social media and your blog.
7. You can add more valuable content and turn them in a paid product.

8. You can send them out as a surprise free report to your subscribers or membership group.

We'll discuss ways to take the PLR you purchase and make it your own later in this eBook. For now, just know that buying PLR is perfectly legal and is a smart way to stretch both your time and resources.

# The Pros & Cons of PLR

As a business owner, there are several obvious benefits that you stand to gain by making use of PLR content. While virtually all businesses can find great ways to grow their business, there are some things you need to be aware of before jumping in. It's our opinion that there are many more pros than cons to utilizing PLR, but only you can be the judge for if Private Label Rights is a good content solution for your business.

## Cons

### Investing some time

PLR isn't like hiring a ghostwriter to write specific content for you. You can't just proofread it and stick up on your site. Since many people have bought or will buy the same content, it's vital that you take the time to rewrite it in your own words, or at least alter it to some extent. You'll also want to add your own flare to it. Your readers are used to the way you write or your "voice" so if you leave it as is, it will stick out like a sore thumb.

And then there's the concern of having duplicate content—the exact same content as on another site. This can seriously damage your reputation with your audience and the search engines, like Google, as well. So while PLR is a fantastic way to cut drastically back on the amount of time you spend on content creation, it isn't a pay-and-play solution.

### Finding quality content

Like everything in life, there are good and bad in the PLR content scene. There's a great deal of quality PLR content available. However, there are

also large numbers of PLR sites with poorly-constructed content out there. It is always prudent to buy from a PLR vender new to you in smaller bundles. This will ensure you don't end up with a big pile of content on your hard drive that you can't use because it's not worth the time to rewrite it. It's also smart as a new-comer to PLR to ask trusted peers where they purchase their PLR. Getting recommendations from people you trust can save you a lot of time, money, and aggravation. You can avoid the sites they have had bad experiences with, so you don't have to repeat their mistake.

Once you locate a few PLR vendors you find suitable for your purpose, you will be set. With all things, there's a bit of a learning curve, but once that's met, it's smooth sailing.

## **Pros**

### **Saves time**

The major benefit of using PLR content is that it can save you time. The PLR provider has done all the upfront work for you—researching the topic and providing the basics that readers need and want to know. As you are probably aware, this is the two biggest time-sucks of writing content. Look at PLR as a framework for you to build on.

### **Contains no outbound links**

With PLR content, it is not a must for you to embed outbound links at the ending of your content. This provision makes it easy for your readers to focus on your content and not get distracted by advertisements. Bear in mind that you can include links to your website or your affiliates if you choose to.

## **Is Cost efficient**

PLR content is generally available for purchase at very cheap rates compared to other ways of developing content for your business. For example, a freelance writer can charge up to \$ 0.15 per word, and that's not even the high end. On the other hand, you can typically find PLR for a dollar per page, sometimes less.

Because internet marketers need a high volume of content, it's simply not possible for many to hire ghostwriters to provide them with on-going content. However, anyone, even the brand-new online business owner can afford PLR.

## **Can be revised or altered**

As previously mentioned, you can and should modify the PLR content so that it is unique to you. You can rephrase the words and infuse your unique content, links, and keywords. This can significantly boost your search engine rankings. You can also add some material and discard what doesn't apply to your readers.

## **Helps with credibility and brand recognition**

When you purchase PLR, it comes with the rights to claim ownership. This means that whatever is in the content looks like it came from you. When your fans read the content, they will begin to see you as someone they know and can trust. Adding your business name, URL, and logo on reports, slides, and the like will strengthen and grow your brand recognition with your potential audience. This is especially true if you do as recommend and take the time to turn the PLR into something that is truly meaningful to your audience and is steeped in your voice or style.

## **Allows you to focus on your business**

Most business owners have a to-do list as long as their arm. This is especially true if you are like many online entrepreneurs who do everything themselves until they can grow their profits to a point where they can outsource some of the tasks. Knowing that PLR cuts creating content into a manageable task means you'll have more time to focus on other important tasks in your business. It gives you time to plan and grow your business in different ways—in ways you've been meaning to expand but haven't had the time to.

## **Trusted quality**

The beauty of PLR content is that once you find a provider you like and trust, you can continue to count on being supplied with all the content your business needs. To supply internet marketers with a wide variety of topics and formats, PLR providers hire professional writers who do the majority of the work for you. When you purchase PLR content from a reliable vendor, you can be ensured of acquiring quality. Trustworthy PLR providers typically have a money-back guarantee so if you find the content you purchase not up to your standards, you can often return it.

Moreover, PLR providers keep their fingers on the pulse of what's trending, so you can trust that the common questions and pain points that your customers want to know about will be answered with the use of PLR.

# How to Use PLR to Grow Your Business

You can use PLR to grow your business in many ways. PLR provides business owners the opportunity to not only build on their credibility and professionalism, but it also enables them to save time and money that can be used to invest in other significant areas of their business that would have been lacking attention if they'd chosen to develop all the content themselves.

There are three different ways you can use Private Label Rights to grow your business. We discuss each of them in detail below.

## Grow your traffic

PLR can be used to grow your website traffic and you can do this in a number of ways. One way is by submitting the articles as guest posts on a variety of blogs in your industry. Perhaps you've known that you needed to guest post more often, but couldn't find the time. Now you can utilize PLR as your own content. And since you will brand it, you'll be creating one-way links that lead straight to your blog or website. This will grow your traffic, and it will also help elevate your search engine rankings. You can also use PLR to increase your traffic by consistently adding to your blog content, using it to write a script for a free webinar, and adding it to your membership site as bonus material.

## Grow your list

Building a list is very important in internet marketing and PLR content is a great way to do just that. You can grow your subscriber list with PLR by using the content to provide a free eCourse or another lead magnet to

new subscribers., offer a newsletter. To do this, you can either purchase an eCourse, report, etc. as PLR or patch together topics from article PLR.

Because you need to keep your brand in front of your target audience, you'll need substantial content to send out on a schedule to your subscribers. You can use PLR for this too. On your website then send regular emails to your list with a link to your website. You can also send random freebies to your subscribers using PLR and keep them interested by regularly updating them with relevant content. Your subscribers will be only too happy to spread the word about all the value you offer to your subscribers, thus growing your list further.

### **Grow your income**

You can also use PLR content to boost your internet business' profits. Some of the ways you can go about this are by creating your own directory in your niche and using PLR content to maximize the SEO of your website. Add Google AdSense to your article directory to help boost your website traffic and grow your income. Buy PLR content, tweak it, and put out reports, eCourses and so on, then offer them on your site. You get to keep all the profits in this type of passive-income stream.

You may also want to use PLR to create an eBook and publish it on Amazon. By adding your affiliate links into the book also, you'll have two ways of profiting from that eBook you created using low-cost PLR. Note that it is against Amazon's terms of use to include Amazon links in Kindle books.

## Ways to Customize PLR

We've mentioned a few times that you'll need to customize the Private Label Rights you purchase. That's because it's super important! We've made it easier to do by giving you some smart ways to do that below.

- **Research keyword-phrase**—identify and add relevant keyword phrases into the content so you are sure to rank higher in search engines. PLR doesn't include keywords because each person who buys it will use it for different SEO purposes.
- **Change the title**—you'll notice that often, PLR comes with really generic titles. That's because, as mentioned above, people are encouraged to put their own spin on the topic and choose their own keywords.
- **Change the headings and subheadings**—since these are some of the best places to ramp up the SEO in your posts, use your keywords to create new, natural-sounding headings and subheadings.
- **Change the introduction**—typically, the introduction of a blog post, report, etc. is attempting to connect with the reader while introducing the topic. This is done by speaking to the reader in your voice or style. You can use the concepts in the PLR intro, but it's best to rewrite the section so it sounds like you.
- **Include transitions**—PLR is meant to be the framework on a topic, which allows you to spice it up in your own style without having to do the research. When you start using PLR, you'll notice that much of it doesn't include the subtle transitions that are used to signal to the reader that a new subtopic or idea is going to be introduced. Adding in transitions will greatly improve the flow of the content, which will keep your visitors reading.
- **Include conclusion**—just with the introduction, a conclusion to any content offers the reader a final way to connect with the writer while they are reminded of the most important points. Use this

space to your advantage by rewriting the conclusion in your own style.

- **Include personal anecdotes, stories, examples**—as humans, we learn best through stories. One great way to add value to the PLR you purchase is to add your own stories, examples, and anecdotes. This keeps the reader interested and gives them a chance to get to know you and understand the topic more completely.
- **Include quotes (relevant or from experts)**—adding quotes from experts is a fantastic way to make a point, underline the importance of a concept, or motivate your audience to take action. You might also use your own quotes to remind the reader that you are an expert in your own right.
- **Include statistics or research**—depending on your topic and industry, adding current statistics or recent research is a brilliant way to give details, prove your point, and demonstrate your knowledge of the topic.
- **Include images**—we all love images. They grab our attention and keep us reading. Enough said.
- **Include tweets**—you may want to use a plugin to make your quotes or short sentences in your content into a ready-made tweet. This gets your reader engaged and helps spread your message.
- **Include an infographic**—like with images, infographics are an important way to grab the reader’s attention while distilling a large amount of information at a time.
- **Include a video or screen capture**—videos are the new images. People love getting information via videos, so use that fact. Use free software to create your own talking head or over-the-shoulder videos. Add screenshots to your content when you are describing something that’s easier shown than explained in words.
- **Include affiliate links**—why not share your favorite products and services on the topic while you have your reader’s attention. Imagine this as another way to provide them value. Rather than having to go do the research themselves, you’ve done it for them.

They can click and purchase with confidence because they trust you.

- **Include your call to action (CTA)**—don't forget to add your own personal CTA at the end of all your content. Once you've given them the information they needed, they'll want to know what to do next.

# How to Find Quality PLR

Now that you've discovered the huge benefits of using PLR, it may be tempting to go on a PLR shopping spree. But first, it's a good idea to learn what to look for. How do you evaluate PLR? We've broken it down into five categories to help you find top-notch content that's perfect for your business-growing needs.

## 1. Relevance

Obviously, the PLR content that you purchase should be related to your area of expertise. It should be something that your audience is interested in or something that you anticipate they will ask about. In other words, it must be relevant. The last thing you want to do is pay for a bunch of content, even at low prices, and then just have it gathering dust on your hard drive. Credible PLR sellers offer details of the bundle on their sales page, so you can see exactly what is covered under the broad category. For example, a PLR package on "Living with diabetes" could include a wide range of information. Before you tap the buy now button, look at the details of the content so you know it will be truly beneficial to both you and your visitors.

## 2. Quality

Another thing worth looking out for is the quality of the PLR content that you intend to buy. When you start looking around, you'll see there's a good deal of disparity in the quality of research and writing between PLR providers. One easy way to see what type of quality a venture provides is to opt-in to their email list to receive a bundle of their content. Go over it carefully once you get it. Determine if it's up-to-date, provides correct

information, offers lots of value and is well-written and clear. Remember that you build your reputation on the quality of the content you offer.

It's okay to be particular about what you buy—the better the PLR, the less work you'll have to do. PLR providers make their money by selling volume. Don't assume just because the cost is low, it will be poor quality.

### **3. Profit potential**

Make sure that the PLR content will be useful in areas where you want to develop your business. As an online entrepreneur, there are four core areas where you need content to grow your brand, traffic, and bank balance. Check out each one of these areas and consider how you could utilize the content you are thinking about buying.

#### **Awareness**

To get recognized among prospective customers as an expert who provides high value at the right time, you'll need to build your brand on offering lots of high-quality content. You'll want to put this content on your blog or site, like guest posts around the web, in emails to your subscribers, and perhaps in videos and webinars. Before purchasing a bundle of PLR, come up with a plan for how you can use it to build your target market's awareness of your brand and expertise.

#### **Lead generation**

Without a general wellspring of potential clients, you'll never have a reliable income. Once you've gotten your audience's attention, (Awareness) and been recognized as a leader who can help them solve

their problem, it's time to reel them into your sales funnel. How might you use the PLR content you are viewing to develop your lead-generating capabilities?

### **Paid products and services**

Without having something to offer that people are willing to pay for, your business doesn't really exist. After all, a business is simply a tool that can provide you with income. With top-notch content, you can develop courses, membership sites, info products, workshops, video training, and that's only the tip of the iceberg. Alongside those paid items, you'll need content that persuades your leads that the products or services you offer are justified regardless of the cost. How might you use the PLR product to create paid products and help deliver valuable services?

### **Relationship Nurturing**

People prefer purchasing from individuals who they have a relationship with, someone that they admire and trust. This is done by providing relationship-nurturing content. E-mail messages and other free content for your leads support those connections. In any case, the content you give to your present clients is the thing that encourages them to return and purchase again and again. How could you put the content to work for you building and nurturing relationships among your target market?

## **4. Flexibility**

The PLR content that you purchase should be flexible, meaning its terms of use allows you to utilize it in numerous media formats. Verify if it's possible for you to repurpose it and utilize it more than once, in multiple places, and for diverse groups of audience.

Though most PLR content gives you the capacity to modify it into any media format that you may desire, such as slides, infographics, video, and audio, you still need to check the terms of use to make sure that there are no restrictions on how and where it can be used.

## **5. Quantity**

The total quantity of the PLR content you are thinking of buying is the least essential of all the factors that should influence your decision of whether to buy it or not. For example, purchasing a gigantic heap of content that you'll probably never make use of and which you'll squander hours filtering through is a total waste of time and money. So, even if it's a great deal, if you don't think you'll be able to find a use for the majority of it, it may not be worth your time investment.

## Quick Tips for PLR

Before we wrap up, we wanted to give you just a few more tips for buying and using your 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. Even if your Internet biz buddy isn't in exactly the same niche, many PLR providers offer content on a wide range of topics and niches. You're likely to find content on a variety of PLR websites.
- 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 vender, 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! They all run special deals often and are always launching brand new products. Being on their email list means you'll find out about their upcoming content first, get updates on upcoming sales and coupon codes to buy up their great content. It conveys special offers and coupons for their content. It's the way you can get super content at outrageously-low prices.

- 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. They are always on the lookout for topics that will resonate with their customers.

# Conclusion

We've covered a lot of ground in this eBook. By now, you are no doubt sold on the benefits of using Private Label Rights to save time and money on your content marketing.

Here are the top ten points we made that we think you should remember:

1. There's no better way to keep your content calendar full of valuable, timely information that your potential readers are searching for than PLR. Hands down, it's the most cost-effective way to get back your time and sanity while still giving your fans what they want.
2. Always edit the PLR content you purchase to include your own examples, anecdotes, and style. If you don't, readers will be able to tell, and you may lose their trust and loyalty.
3. Don't forget to repurpose your PLR. This is another smart way to keep from living on the hamster-wheel of content creation. Find new ways to use PLR by changing the slant, focus, or format of what you did with it previously.
4. Have a plan before you buy that bundle of PLR. How will you use it? Will it help you grow your authority? Can you create an info product with it?
5. Get creative with the PLR you buy. Take an eBook and turn it into a paid course, make an infographic or cheat sheet with the statistics, facts, and tips.
6. If you have a podcast or want to start one, PLR is a great way to get topic ideas. You can pull the top information from them to create a script.
7. Always double-check the terms of use before using PLR. Each vendor has their own rules of how their PLR can be used. Using it in

a way that isn't allowed can add a great deal of hassle and frustration to your life. It's just not worth it.

8. If you like the idea of buying PLR, but still can't find the time to make it your own, consider hiring a freelance writer to do that for you. You can find low-cost options on sites like Fiverr and Upwork.
9. Before you buy, check to see if there's a date of release on the PLR bundle. Some providers include this so that customers know how up-to-date they are. If you are worried about the currency, stick to buying PLR on evergreen topics only.
10. You may be concerned about how many other exact PLR bundles have been sold. Even though you should always alter PLR after purchasing it, many of the top-selling PLR providers include the number of packages that will be sold before they "retire" the bundle.