

# USING PLR



11 Creative Ways To Repurpose Private Label Rights  
Content

## **11 Creative Ways to Repurpose Private Label Rights Content**

The value of content in marketing today cannot be quantified. Marketing has shifted immensely from simply advertising and throwing your product out there to providing potential clients the helpful information they need to solve their biggest problems. This is where content is needed. You need to create content, and we all know how much time that can take, especially if you aren't a natural-born writer. One of the easiest and inexpensive ways to get content is by purchasing Private Label Rights.

### **What are Private Label Rights?**

Private Label Rights, or PLR for short, consist of a variety of pre-written content, including audio, articles, video, eBooks, etc. that you purchase full rights to. This means you can edit them in whatever way you wish and use them as your own content. You will need to spend some time adding your own flair to the material and perhaps add in some of your own examples and the like, but PLR is still a huge time saver!

Most online entrepreneurs struggle to keep up with content creation. They may consider hiring a ghostwriter, but when they see the expense of that option, they quickly realize they don't want to invest that much. It can be a never-ending battle between time and dollars. But, with PLR content, both of those issues are immediately solved.

There are many companies who provide online marketers with private label rights content. But before you buy, understand that some sources of PLR do not offer high quality. To avoid investing in a bunch of cheap and below standard PLR materials, you should make sure the content you purchase meets your quality standards.

To ensure this, buy first in small quantities, and immediately read through it to verify the quality. If you do not do it this way and you buy in bulk without verifying the content, you just might buy a truckload of nonsense. One of the best ways to locate a quality PLR source is to ask your peers if they use PLR and if so, where they get it from.

## **Creative Ways to Repurpose Private Label Rights Content**

Once you have ascertained that the Private Label Rights you purchased is of high quality, the next thing you need to do is to find creative ways in which you can repurpose it. There are a lot of ways in which you can do this, and it's all about thinking outside the box. That is if you want to get the most bang for your PLR buck.

So, you've got a virtual stack of quality content on your computer hard drive. Now what? You can use it for so much more than you may have considered! The possibilities are endless. You can get creative with it and utilize your new PLR in a variety of different ways. To help get you started coming up with ways to repurpose it, we've gathered some ideas that you may not have thought of before.

## **Social Media**

Social media is one the most important tools to get your online business out there. And, not everyone is adept at the use of social media platforms or coming up with content to post on them. Using PLR content is an easy way out if you find yourself stuck on what to post. Just chose from any of the PLR articles you purchase, pull a snippet or key points and post them on any of your social media accounts feeds - Facebook, Twitter and any other one you have. To reach even more people, you might add the content to a graphic image using one of the free graphic-making tools, like Canva.

## **Train your Affiliates**

Most online businesses these days rely heavily on affiliate marketing to boost sales. One way you can train your affiliates is through the use of private label rights content. There are lots of PLR content on affiliate marketing which your affiliates can use to boost their knowledge and skills. Remember, the better trained your affiliates are, the more money they will be able to make for you. Used for this purpose, you would not even need to rewrite the content since there's no fear of offering the exact same content online.

## **Total Transformation**

You can always transform your PLR content into an entirely new form. This is the fastest and easiest way to create slideshows or webinars to grow your client or fan base. You could create slides using the key points and use the articles as part of your script. Alternatively, you could modify the content into a script for your podcast or videos for your website or YouTube channel.

## **Blog Posts**

If you have a blog, you know how challenging it can be to keep it updated with both current and evergreen material that your visitors need. One smart way to use PLR is as blog posts. Take a day to revamp each of the articles you want to include on your blog. Find images for them and then upload them to your blog. Then, when time is short, or you can't think of a good blog topic one week, you've got some great stuff to share all ready to use. Just click "publish." Problem solved.

## **Train your Staff**

You can find great-quality PLR on just about anything, including training staff. For example, if you need to create Standard Operating Procedures (SOPs) for your virtual assistants or other staff, you can often find these pre-written.

As your company and team grow, you could quickly create a knowledge base classified under different topics that your staff members can learn from. Topics could include things such as marketing articles, creating WordPress sites, managing WordPress, carrying out keyword research, etc. The possibilities are endless and could be matched up with your specific business needs.

## **Sell your products**

The goal of every online business is to make sales, branch out, and make more sales. For almost every online business model, you can put information about your business together and sell it in a report or eBook. For instance, if you sell clothes, you can sell books related to your business such as how to mix the right color combinations during the summer. If you sell makeup products, you could sell videos or eBooks on how to apply make-up to get different looks. Or if you are looking for ways to offer your clients more value, you could make these content packets available free of charge.

## **Boost Passive Income**

You may see on some PLR sites something like “Let us do the writing. You put your name on it and keep 100% of the profits.” If you are looking for ways to add more passive income to your business, you can use PLR to create reports, eBook, and even courses. The core work will already be done for you; just add your own flair and sell the products on your site as your own.

## **Incentives to Grow Email List**

Every online business should have an email list, and this list should continually be built. To get more people to sign up for your email list, one of the most effective ways is to offer them incentives or freebies. In other words, what do they get when they sign up for your email list? You could offer freebies such as PLR eBooks, images or other content.

## **Autoresponder Sequence**

Once you have that email list, you must send content to them occasionally, perhaps on a weekly basis. With private label rights content, your work will be made simpler—no need to take hours generating content to share. You can break your PLR into short articles and load them into your Autoresponder which will then be sent to your customers. You may want to create your unique introduction for each of the articles as well as an outro so you can retain your style and tone.

## **Case Studies**

By adding PLR content to infographics, you can use them as a source of statistics, figures or information for case studies for your business. This can even help you to impress your investors when pushing for a new business avenue.

## **Create Microsites**

You can create microsites and use part of the content on these sites. These sites can lead visitors back to your main website. This is a popular way to generate additional traffic to your main business page.

As someone in the business world, you would have heard the all too familiar phrase, "Time is money." By using PLR, you can stretch your time. The time that you would have otherwise spent on creating content for your business can be spent doing a lot of other things. Once content creation is out of the way, you will have more time to pursue other avenues to grow your business.

You also save a lot of money that could have gone to hiring writers, hiring a videographer or an audio production expert. PLR Content is very inexpensive, and so is a great way to invest in your business without cutting into your profits. Your business continues to make money, and you get to keep the money rather than spend it on content creation. You can divert the money made to running or expanding your business. You get to win on all counts.