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How to Use PLR – Other than to Fill up Your PC's Hard Drive

Before we start, did you know each month as an MRR Member you're currently receiving almost **800 Private Label Articles**? Staggering isn't it? But are you putting those PLR Articles to good use? This report will give you a few tips on what to do with PLR content.

Here we go.....

If I could sum up using private label rights (PLR) in 4 steps, here is what they would be:

Step 1: Find Content

Step 2: Improve/Personalize/Customize the Content

Step 3: Add to Marketing Arsenal

Step 4: Do It All Again

PLR, or private label rights, is content that (according to wikipedia.com) *"can be sold and bought in the form of articles, reports, eBooks, and autoresponders. This kind of content is used for the purpose of allowing multiple buyers to invest in the content with free rein to alter and use it by claiming authorship of it."*

So, what does that mean for website owners? It means:

1. You don't have to spend the time writing your own content from scratch,
2. There's no need to pay a ghostwriter to write articles, newsletter content, etc. for you.
3. You can create content that brings your readers back again and again.
4. It can be used over and over in various forms.

Let's go over this a bit more in detail and easier to understand terms. First, you purchase PLR in the form of articles. Once you receive your articles, you read them over, make changes to them adding your own voice (i.e. make them your own), altering them for your target market, adding key points, and more.

Then you can choose to use those articles as content in your newsletter or ezine.

This brings me to another idea: Using PLR in your newsletter.

Here are just a few ways you can add PLR articles to your newsletter or ezine:

1. Create a "Featured Article" area in your newsletter.
2. Post a link to a page on your site where readers can get more information about the topic at hand. One way to do this is to post a snippet of each article with a "click to read more" link at the bottom to direct them to the full article.
3. Use the article to teach your readers how to do something.
4. Post an article in your newsletter and ask for feedback on something specific inside.
5. and much more....

Get creative with how you use your PLR articles in your ezines and newsletters. No matter how you use them, just remember to use them. Don't leave them sitting on your computer to collect virtual dust.

The Importance of Content for Building Relationships with Readers

PLR content is and one of the first ways to put it to use -- in your newsletter or ezine. Today I want to go over WHY content is so important to an online business owner.

Content is king! Yes, you've probably heard this a dozen times if you've been online for more than 2 minutes, I know. But, the reason you hear it over and over is because it's true.

Think about it, what do people want when they go online to search for something? The Internet is not called the "Information Super-Highway" for nothing. People want info and, if your website gives them the information they are looking for, they'll stick with you.

PLR is a great tool for building relationships and getting your readers to trust you. Remember, without trust and building of expertise, you're just another website owner trying to sell them something. This is not a good thing when it comes to marketing to your list and will get that "Click Here to Unsubscribe Link" clicked quick.

The goal is to get your readers excited and interested in what you are talking about and THEN to sell them something that they need. Not until you've established that bond with your reader will you get any sales under your belt.

That being said, don't get stuck in the trap of giving your readers tons of information and never asking for a sale. If you want to make money you're going to have to ask for it, plain and simple.

Take the time to find some PLR articles you can use to reach your readers. Build upon those articles and determine ways you can incorporate promotions. If you don't ask for a sale for your own product or an affiliate product, you'll never make a sale.

Remember, getting close to your readers and making them feel like they can trust you? Rewriting PLR will do just that!

If you and 50 other people place the same PLR on their websites, you'll want to stand out, right? Take the time to personalize your articles and give your readers better information than the other guy.

Once you've edited (or improved) an article once, you can easily use it in many places other than just your newsletter. That brings me to using articles for blogging.

Let's face it there are times we just don't know what to blog about. However, we have to keep our readers happy and provide them with content on an almost daily basis to keep them coming back, right? More than likely, if you have a blog you are going to need help with ideas and content at some point.

That's where using PLR articles for your blog comes into play. Once you've posted the article in your newsletter, there is no reason you can't expand upon it a bit more and post it on your blog at a later date. Simply add something useful to the article, load it up into a pre-dated post and viola you've got yourself a blog post for the future.

One of the things that the majority of folks find most challenging about using PLR is editing it. As a matter of fact, many business owners who purchase private label rights content never change a single word of it before putting it on their website. That's the first no-no of PLR.

Here are just a few reasons many website owners find tweaking content a challenge:

- They don't have the time to do it.
- They think that's why they bought it was so they didn't have to write it themselves.
- They don't realize the importance of editing their PLR content.

For those who don't think they have time to rework the content, there are two options. First, you can outsource it to someone else. This will save you time, yes, but if you stop and think for a minute, you're still going to need to review it before you post it anywhere, right?

Of course you are! Would you put your name on something you hadn't even looked at? The length of time it takes to rewrite a PLR article (about 10 -15 minutes) is about the same amount of time it would take you to proof an article that someone else has written. So, save yourself some time and money and go ahead and rewrite it yourself.

Now what about podcasting? For those who have an Internet show, you can use PLR content there as well. You can use the subject of your articles for show ideas, to help you find products to promote in your shows, and even as teasers for an upcoming show.

The possibilities are endless if you take the time to plan ahead. Get your listeners psyched about your shows by building them up with PLR articles on the topics you have

planned.

Start today by brainstorming future topic ideas based on some of those articles sitting on your hard drive.

An often overlooked use for PLR articles is to compile them together to create a bigger item. One way you can do this is to create small reports on a specific subject by putting together various PLR articles that discuss the topic.

Just ask yourself this question:

Q: In your opinion, what is the most overlooked use for private label rights articles?

Your Answer Should Be: Compiling them together to create something of more value to their readers, customers, etc.

You see, the average buyer of PLR content will buy their content, rework it a bit (many skip this part, but more and more are quickly learning the benefits of reworking their PLR), and slap it on their website or blog. Next, they will monetize it with either Google AdSense or a related product of which they are an affiliate.

What these PLR buyers don't realize is that people are probably getting the same exact article with the same exact product promotion over and over again.

Unless they have a massive list and are the first one to post the article and let their subscribers know it's there, the chances of that person making any money from it is pretty slim.

As with any marketing tactic, especially online, you must go above and beyond what your competitors are doing. You have to create more value than the next guy.

One thing that I've done and have seen others do, is to compile several PLR packs into ONE ebook. Take the article topics, lay them out in outline format, and piece them together. Add your own information, maybe some screenshots or examples, and voila! You've got something marketable – that's totally unique to YOU.

WOW! Makes perfect sense to me...give them MORE and they'll respond better!

Your goal for today is to start thinking about how you can create something of more value by compiling some of your PLR articles to one report.

As you know, one of the biggest problems people face as an online business owner is getting their audience to respond...or better put...to BUY from them.

Here are a few things you can do with your reports to create a buzz, get your name and expertise out there and in return grow your customer base.

1. Offer Resale Rights
2. Give Them Away
3. Make Them Brandable

Once you have your report compiled, you'll want to get it out and moving and quickly! So let's start by explaining how the three things above will help you do that.

1. Resale Rights... First, when you create a report and put it up for sale (check your PLR membership rules because not all of them allow you to sell the content for a profit), give those who purchase it the ability to turn around and sell it themselves.

By doing so you are creating a good rapport with not only those who buy it from you, but those who buy it from your customers as well. You are motivating your customers to make your content viral by offering them the ability to sell it and keep all the profits.

2. Free Reports... Next, you can create a small 7-10 page report and give it away for free. Whenever someone signs up for your list, send them to a page that allows them to download the report just for signing up. Or offer it as a prize in a giveaway or contest. Find someone who is holding a contest and looking for prizes in your market and offer to give every participant a copy of your report.

3. Brandable... Third, make the report customizable. In other words, wherever you have an affiliate link inside the report (whether it's your own program or someone else's) allow those who download the report from you to replace some or all of those links with their own affiliate links. This is a great way to not only motivate people to pick up your report, but pass it on as well.

Here's a great tool that will make branding your reports a breeze.

<http://viralpdf.com>

So, let's make your goal today to put together a small report with PLR articles and then determine which of the three options above will work best for your business. Make a plan to get your report into as many hands as possible.

Membership sites are popping up everywhere online it seems these days. There's a good reason (actually multiple ones). They create income without labor intensive upkeep and more importantly, people like to learn from others who are or have been where they are right now.

But, did you know that most membership site owners make their job of keeping up their site too hard on themselves? Yes, many of them are mistaken and believe that in order to create a unique member based site, they must create every single piece of information they provide their members from scratch.

My question is this. Why in the world would you want to do that if you don't have to? There is no rule that says you can't use PLR on a membership site so let's get even more

use from that content.

If you own a membership site, what types of things do you provide for your members? Training documents, how-to sheets, step-by-step instructions on how to use a piece of software, etc.

Can you compile a report from something to help your members work through a problem they may be having? What about driving traffic to your site? Is there a way you can use some of the articles to generate more traffic to your sales page? Try posting some of your articles on your blog and incorporating links within it to the membership site.

Go through your PLR articles and see what you can find that can be used for your membership site.

The Coaching Phenomenon.

There are coaches for gobs of different areas online these days. There are life coaches, business coaches, organization coaches and marketing coaches...you name it there is probably someone out there who can coach you on it.

PLR is perfect for those with a coaching business online. Remember earlier when I told you that content is what helps to build a relationship with readers? Well who more than someone who is going to work one-on-one with do you need to have trust in?

Coaches also have to show their experience and knowledge just as much, probably more actually, than other business owners. So, how can they do this without spending all their time writing instead of coaching?

You guessed it...with PLR content of course.

A coach's website has to convey A LOT to potential clients. The more articles and information they have on the topics they coach the easier it will be for people to believe they are qualified to help.

If you're a coach, why not put some PLR articles about your area of expertise on your website to give visitors proof that you are capable of assisting them in the areas they struggle in? Just don't forget to put your own thoughts in by rewriting the articles first!

There are a ton of ways you can use PLR articles to help promote your products and services via an affiliate program. The key to getting the most from your affiliates is to offer them as many tools and resources as possible to make their promotions easy. The easier you make it the more they will promote you; it's as simple as that.

Here are a few ways you can use private label rights articles in your affiliate program.

Give them lots of articles to promote your product or service. Take some PLR articles and put them in your affiliate toolbox for your affiliates to add their link to and post on their

own site, blog, or in their newsletter.

They can also add the articles to their own eCourse or autoresponders. Better yet, use the PLR articles to create an eCourse for your affiliates. Give them a place to add their affiliate link in each message, tell them to load the course into their autoresponder program and you're now being promoted in their lists too!

You can also break up articles to create shorter blog posts, text ads and signature blocks for your affiliates to use.

Create an eBook or viral report that they can brand with their affiliate link and give away. The fact that they don't have to do anything except enter their link or affiliate ID (depending on your specific program) will make them want to use it. The fact that they can give the report away for free will make it easier for them to pass it on to others as well. Remember, the more hands (or eyes) it has on it the better the chances of sales.

Today, take a look at your affiliate program. What tools and resources can you offer your affiliates by using the PLR articles you have? Start adding more to your affiliate center and watch your affiliate sales increase as you do!

In this report up until now I've given you various ways to use and re-use private label rights content to its fullest potential.

Here they are again just as a quick reminder. You may want to print out this list (if you haven't already printed or saved the course for future reference).

Newsletters & Ezines
Build Relationships & Trust
Blogging
Podcasting
Creating Small Reports
Using Those Reports
Membership Sites
Coaching
Affiliate Programs

There are hundreds of possible uses for one PLR article and if you take it one step at a time and plan how you're going to use them, you'll see that you can get more than your money's worth out of each and every article sitting on your PC.

As I said earlier in this report, the key is to use the PLR articles you have and the more use you get from an article the better you'll feel about buying them and the higher your chances of profiting in your business.

Good luck to you!

To Your Success,
Connor

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