

Manual 3

***27 Ways To Use PLR
To Make Money***

By Paul Counts

**NOTICE: You Do NOT Have the Right
to Reprint or Resell this Report!**

**You Also MAY NOT Give Away,
Sell or Share the Content Herein**

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Introduction

Welcome to **27 Ways to Use PLR to Make Money** report!

I'm really excited to share the information in this report with you.

**And that's because you're about to discover the TRUTH
about making money with PLR content!**

You see, most people buy PLR content and then just slap it as-is into their products, on their blogs and into their newsletters.

They DON'T rewrite it. They DON'T change the format. And they DON'T realize how much money they're leaving on the table!

What you're about to discover are **27 proven ways to make money with your private label rights content.**

We're going to go waaay beyond the old "put it on your blog" advice.

I'll show you how to get more mileage and more money out of every PLR ebook, article, video or audio your purchase!

Now before you get lightheaded and giddy just thinking about the possibilities, let me share with you two important points:

#1: You must read and abide by the terms of the PLR license. If in doubt, ask the person who created the PLR product to clarify the terms. Never assume you have rights that aren't explicitly laid out in your license.

#2: Rewrite the PLR content. Always. Sometimes you can get away with just doing a few tweaks, while at other times you may end up completely overhauling the content. Either way, you should always rewrite (because doing so will virtually eliminate your most direct competition).

Note: From time to time throughout this report I'll remind you that you should rewrite the content. But even when I don't specifically mention it, you should know that every tip in this report is most profitable when you rewrite your PLR content first.

Now let's get to the good stuff...

1. Create a “Tip of the Week”

Whether you have PLR articles or ebooks, you can extract small snippets of the content to create a “tip of the week” list. Then you can:

→ **Post these tips on your blog.** Ideally, you can create a featured area on your blog just to display these tips.

Example: You may have a “top ten” tips feature, such as “Top Ten Ways to Drive Free Traffic to Your Site” and “Top Ten Ways to Create a Traffic Stampede Using Paid Advertising.”

→ **You can create an extended autoresponder series** where you send out one tip per week.

Example: “52 Tricks to Teach Your Dog!” or “52 Ways to Painlessly Trim Your Household Budget!”

The tips serve two purposes:

1) First, they give the reader solutions. In turn, this helps you build a good relationship with your readers.

2) Secondly, you can use these tips to promote specific offers. Here again you have multiple options:

a) Use the tips to promote a full version of a similar information product. Here’s the key: People are impatient. And so if you are slowly dripping one tip a week to them over the course of a year, their need for instant gratification will kick in... and that means they’ll want ALL the tips, NOW. You can serve this need by always mentioning to the reader that he can get all the tips – plus more – by purchasing the full ebook.

While you can use this strategy alone, ideally you should combine it with the next strategy...

b) Use specific tips to promote specific products. Here you can promote both physical and digital products with your tips.

Example: A tip on how to housetrain a dog could lead to a housetraining information product. It could also lead to

a housetraining aid, like a kennel or perhaps an enzymatic spray to clean up messes.

2. Use the PLR Content to Create an Evergreen Newsletter

You can use rewritten PLR articles to create newsletter issues. Or you can chop up chapters in an ebook, rewrite the content and turn those into newsletter issues. Then you can load them up into your autoresponder and create an evergreen newsletter.

The keyword here is "evergreen."

If you're going to upload several issues of a newsletter into an autoresponder, you don't want upload content that will soon become stale or outdated.

Just imagine...

You upload your content today. One year from now you're still pulling in new subscribers who are reading that content. If your content isn't evergreen (i.e., "timeless"), then your subscribers are going to put your newsletter in the junk pile. And they won't buy anything you recommend, because they'll assume your info products are stale as well.

Let me give you a few examples to show you what I mean:

Example #1: Imagine signing up for a film-making autoresponder series TODAY. And then imagine how surprised you'd be if the first article said something like, "Last month actor Paul Newman..." (Hint: Paul Newman passed away in 2008).

Example #2: "With the Olympics being held in Beijing next month..." (Again, this is a past event, so saying it's going to happen just dates the autoresponder series. If you need to mention a past date, say something like "In July of 20XX" rather than making references to "last month.")

Example #3: "The 'Whizbang Wowie Affiliate Marketing' book is hot off the printing press..." (If you're going to mention a product in an evergreen series, don't directly or indirectly mention date or if the product is new like in this example. Instead, just focus on the benefits of the product.)

3. Turn the PLR Content Into Webinars or Teleseminars

I mentioned before that in order to really unleash the full power of your PLR content, you MUST rewrite it to set yourself apart from those who just dumped it as-is on their website.

That's why I like this particular strategy so well – because not only do you rewrite the content, you turn it into an entirely new format!

Tip: You'll need either webinar software (like gotowebinar.com) or a teleconference bridge line (like e-teleconferencing.com). You can find both free and paid solutions by going a simple Google search.

You have a few different options:

- ➔ **You can create a “lecture style” webinar or teleseminar**, where you deliver the rewritten PLR content in a monologue to your seminar listeners. Ideally you should then open the line for questions at the end.
- ➔ **You can use the rewritten PLR content to create a question-and-answer “interview style” webinar or seminar.** Here you can grab a colleague or friend to interview you. Just be sure to use the content as a *basis* for your answer – don't directly read your answer, or else you'll come off sounding wooden and unnatural.

Whether you choose the lecture or the interview, you can record your conference and make it available for others to download.

You can then offer this recording as a freebie to encourage people to sign up to your mailing list. (Or you can sell the recording.)

4. Use PLR Content to Promote Offers On Your Blog

This is an incredibly straightforward yet effective way to use your PLR content. Simply chop the content into smaller articles if need be, rewrite it and post it on your blog.

Tip: You can also use these newly rewritten articles to post on OTHER peoples' blogs when you serve as their guest author.

Naturally, you can and should promote specific products using these articles. Just as mentioned in a previous tip, you can promote both physical and digital products.

Here are a few examples to get you thinking about how to use your niche-specific PLR content:

Example #1: Offer a step-by-step gardening article that shows people how to plant and nurture big pumpkins. Promote products in this article such as pumpkin seeds, gardening trowels and other necessary tools the reader needs to carry out your advice.

Example #2: Offer a weight loss article that tells people how to incorporate weight lifting into their workouts. Tell people what weight-lifting exercises to do. Then point them to a product that shows them HOW to do those exercises. (In other words, your blog post should be useful but incomplete.)

Example #3: Post beginning-level articles on your blog that teaches readers how to do something very specific, such as make money with pay per click marketing. Then promote intermediate-level PPC information for those who are ready to take their businesses to the next level. (For example, you may promote a weekend PPC marketing seminar, private coaching, membership in a private site, etc.)

5. Bundle the PLR Content Into a “Vault” Site

Imagine you come to my house for a visit. I ask you if you want to look inside my vault. You agree. Now tell me, what do you expect to see inside that vault?

Maybe you think you'll see gold and jewels. Perhaps you have visions of enjoying an expensive art collection. Or maybe you imagine that I'm the type to collect rare medieval armor.

Whatever the case might be, you sure don't expect to peek inside that vault and see junk. You don't expect me to store my recycling in the vault. You don't expect to see a collection of paper plates and napkins for my next cookout.

And you'd be really surprised if you discovered the vault just housed yesterday's newspaper and coffee grounds.

Likewise, most people assume an online content “vault” is going to have something really valuable inside. And that’s why pulling together a collection of valuable PLR content and putting it inside of a “vault” site is much more powerful than merely calling it a “membership” site.

Words and connotations matter.

Example:

- The Affiliate Marketing Vault: 67 of the Most Valuable, Profitable Affiliate Resources on the Planet.
- The Dog Trainer’s Vault: Everything You Need to Know About Turning a Mischief-Making Pup into a Well Trained Pooch, All In One Place!
- The Italian Cooking Vault: A Gold Mine of Cooking Tips, Tricks and Secrets to Wow Your Friends!

The great thing about a vault site is that it’s the perfect place to deliver multi-media content.

You can give your members ebooks, reports, videos, audios, articles and even blog posts... all of which you create out of your rewritten PLR content.

6. Create an Autoresponder Membership Site

If you’ve ever thought about creating a monthly membership site using PLR content, then I’m guessing you thought of the one issue that stops nearly everyone in their tracks.

Namely, where are you going to find a constant supply of high quality content to keep the site going indefinitely? (And who wants to put in the time and energy required to run a membership site that just goes on and on... and on?)

Here’s your solution: Run a “fixed-term membership” site that delivers content via your autoresponder. It’s a “set it and forget it” model that doesn’t require you to constantly scrounge around for more content.

Instead, you run a membership for a fixed period, such as three months, six months, twelve months... or any other fixed term.

Here's how it works...

Step 1: Choose a hungry niche. No matter what you're selling online, this should be your first step. Don't make the mistake of buying PLR content first and then trying to figure out who would want to read the content. Instead, find a hungry niche first and THEN seek out content to deliver to them.

Tip: You can use keyword tools like WordTracker.com to help you find out what people want. You should also visit marketplaces like the ClickBank.com marketplace to find out what people are ALREADY buying - if you sell something similar, you can bet you'll have buyers too. Just browse your niche category and pay attention to the products near the top of each category (those are the ClickBank bestsellers).

Step 2: Find PLR content that delivers the solutions this niche wants. Once you've found a niche and you've discovered what they want, your next step is to find the content that suits your purposes. The easiest way to do this is to search in Google for your niche keywords alongside "PLR."

Example: "Weight loss PLR" or "Internet marketing PLR."

Tip: It doesn't matter if you find articles or ebooks, because you can always chop up longer material or combine shorter articles to create longer lessons, articles or reports.

Step 3: Rewrite the content and make it accessible via PDF files.

Naturally, the next step is to rewrite the content to make it your own. Your goal is to create "lessons" or short reports that you can send out on a weekly basis. Since you're sending content weekly, you don't want to overwhelm your customers. Something in the range of five to ten pages per week is about right.

How many lessons you create is up to you. It depends on whether you want to run a membership site for three, six or twelve months... or anything in between.

Tip: At the end of each lesson, build anticipation for next week's lesson. Tell people what they'll learn about next time and the benefits they'll receive. Arouse curiosity whenever possible. (For example, "Next week you'll find out what one little tool can boost your conversion rate by 212%!")

Next step, convert your documents into PDF files. You can do this using OpenOffice.org. (It's free.)

Step 4: Create an autoresponder series to deliver links to the PDF files.

Since you're not going to send the PDF files directly to your customers, you need to create email messages with download links. These "teasers" should build anticipation and give people a good reason to download – and read – the lesson or report immediately.

Example #1: "Download Lesson #5 now to discover my top-secret method for making stretch marks disappear!"

Example #2: "You'll never believe what I discovered about getting top rankings in Google! Download lesson #2 right now to find out how to exploit this massive loophole..."

Step 5: Set up your website and start driving traffic. Once your lessons and autoresponder are all set up, then you need to set up your website (including sales letter and a method to collect payments) and start driving traffic.

Obviously that's not within the scope of this report, so head over to Membernaire.com to learn more – not only is it a great example of this strategy, it also teaches you how to wring the most profit out of your own fixed-term membership site.

7. Rewrite and License the Content

Now before we get into the meat of this strategy, let me just throw up the usual warning: Read your PLR license terms first to see if you can transfer the rights to others. If not, then the PLR content can only be used as a basis of research (i.e., you need to thoroughly rewrite it).

But either way, this strategy WILL save you time and money.

So here's how it works...

You buy niche-specific PLR content – articles, ebooks, whatever – and then hire a competent ghostwriter to rewrite the content.

Tip: Be sure your ghostwriter actually rewrites it and doesn't just use an "article spinner" to change the wording around and swap out words for their synonyms. You want high quality content as the end result.

Now you have a brand new product. But instead of selling it to end users (e.g., directly to niche customers), you can make a chunk of money up front by licensing the content and selling it to other marketers. You can offer one or more of the following:

→ **Resell Rights (RR) content.** This is where you give other marketers to resell the content... but they can't modify it. Depending on your license terms, you may also allow them to give away the content (again, as long as they don't modify the product).

The advantage of this strategy is that you can put your links in the content. Don't stuff the product full of links, of course, because that will devalue the product in the eyes of both the marketers and their contents. But if you sprinkle in a handful of well-placed links into your product, you'll make a nice backend income from these links.

→ **Master Resell Rights (MRR) content.** Here you not only give other marketers the right to sell the content to end users (customers), you also give marketers the right to pass the resell rights along to their customers. That means the number of people selling the content quickly multiplies (but the value of your product also tends to drop quickly). Here again you can put links in the content to make money on the backend.

→ **Private Label Rights (PLR) content.** As you already know, PLR content means the buyer has the right to modify the content. While you can sell the content and get a nice paycheck up front, any links you put into the content likely won't last (as marketers will replace your links with their links).

8. Write a Viral Report Using PLR Content

The vast majority of PLR content you purchase will likely be fairly straightforward "how to" content. How to garden, how to lose weight, how to make some money online.

It delivers solutions. But it rarely stirs up controversy or is otherwise buzzworthy.

However, since you're rewriting the content, you certainly can turn it into viral (buzzworthy) content.

You do this by creating content that includes one or more of the following characteristics:

- **It's controversial, shocking or possibly even a little offensive to some people.** This sort of content tends to polarizing – that means it repels some people while drawing your target market closer to you. And it gets everyone talking, if only to say, "You won't believe what dog trainer Joe Schmoe said about people who own cats! I'm spitting nails!"

Tip: Look to your newspaper's political opinion page for examples of content that's polarizing, shocking, controversial and at times offensive to certain people (while being highly attractive to others).

- **It's novel. Your content may also get shared (AKA "go viral") if it's new.** If you're passing around a new strategy that no one else is talking about – and if others see the value in this strategy – you can bet people will talk about it and share your product. Since you're rewriting PLR content, the entire report doesn't need to be 100% new. But you do want to share at least one new strategy or put a twist on an old strategy.

TIP: Simply renaming an existing strategy can sometimes get attention. My "[List P.R.O.F.I.T. System](#)TM" is an example of creating a clever name that garners attention. I could have sold the same system and just called it "How to Build a List," but that's not as sexy... and it wouldn't have been as successful.

- **It's extremely useful and/or comprehensive.** Here you might share content that's already known, but you create a comprehensive resource. You may need to combine several PLR ebooks or articles to accomplish this.

Example: Instead of just offering a weight loss ebook, you offer a complete resource that includes calorie counters, recipes, nutrition advice, exercise advice and more.

Alternatively, you can compile a list of resources (where the reader can find out where to get the solutions they need). Naturally, you use your affiliate links for these resources.

- **It's funny.** Think about some of the emails or YouTube videos your friends and family forward to you – many of them are probably funny. If you can work out a way to turn your PLR content into something highly entertaining, it might just go viral too.

9. Use the Content as an Incentive

Lots of marketers create their own paid products... and then realize nearly at the last minute that it would be helpful to the sales process if they had one or more bonus gifts to give their customers as a purchase incentive.

You can get some high quality PLR content to offer as bonuses.

Examples:

- Rewrite and offer a PLR recipe book to go along with your "Italian Cooking Tips and Tricks" paid product.
- Rewrite and offer a PLR book on how to make money with a WordPress blog to go along with your WordPress plugins or themes.
- Rewrite and offer a PLR book how to squeeze more miles out of each tank of gas to go along with your "go green" product.

Note: As usual, you can include links to other products inside these bonus products. But don't put a link on every page or your report will look like an advertisement.

Another way you can use these bonus products is by offering them to the customers of your special joint venture partners. So while you're putting together a nice incentive package for a JV partner – such as a big commission and unique landing page – you can add in perks for their customers such as this exclusive bonus.

Here's an email template you can modify and use as you please to make this offer to your JV partners...

Subject: [Potential Partner's Name], it's [Your Name]...

Hi [Potential Partner's Name],

It's [Your Name] here from [website name] with a quick question:
Would your subscribers be interested in a free [niche topic] report?

Here's the deal...

I'm getting set to launch my new product, "[name of product]," and I'd like you to join as one of my 12 launch partners. In exchange, you'll get:

- * A special 60% commission rate.
- * A unique landing page. (Helps boost conversions.)
- * And same-day commission payouts.

In addition, I'd like to make you look like a hero to your subscribers and customers by giving them:

- * An exclusive \$10 discount coupon.
- * And the above mentioned bonus report to anyone who orders.

I'm only letting 12 folks launch this product with me, so you can be assured of very little competition. However, that also means I need to know whether you want me to hold your spot or give it to someone else.

If you want it, just go to this site by [date/deadline] and register as a launch partner: [website link].

Hope to hear from you soon!

[your name]

P.S. Even though you're my first choice, if I don't hear from you by [date] I'll have to let your spot go to someone else. Take a moment right now and go to [website link] to lock in your spot. Thanks!

10. Build a Coaching Program or eClass Around the Content

Most folks who sell PLR content tend to create regular ebooks around the material.

You can make the same content instantly more valuable by creating a high-ticket coaching program or eClass around your PLR ebooks and articles.

Here's the difference: Instead of offering the content as a stand-alone ebook, you offer it in a series of lessons that you deliver by email.

To bump up the perceived value of the course, you need to do two things:

- 1. Make sure the content is comprehensive.** If you're charging \$100, \$500 or more for an eClass, you can't offer skeletal lessons. You need to offer comprehensive, step-by-step lessons that show your customers EXACTLY what to do. Either fill out the content yourself when you're rewriting it, or hire a competent ghostwriter to elaborate on the steps and strategies.
- 2. Offer coaching.** Secondly, you should offer live coaching as part of your class. You can offer group coaching sessions via a teleseminar – and you can use PLR content as the basis for the call. For example, a PLR ebook or pack of articles on the topic of "how to save for retirement" can easily be turned into lecture-style or interview-style coaching call.

To add even more perceived value to your high-ticket eClass, you can also use PLR content to:

- Create a special "bonus vault" of valuable materials. (Refer back to method #5 for more information.)
- Offer instructional videos to go along with the regular content. For example, you can offer a slideshow-style video with screenshots to show your online marketing class how to set up a blog. (See the upcoming strategy #17 for details.)

11. Create a FAQ Page and Point Towards Other Offers

In every niche, the same questions keep popping up again and again – hence the name FAQ (frequently asked questions). You can profit from these predictable questions by providing the answers using PLR content.

First things first: What questions should you include? One way to find out what questions your niche members are asking is to eavesdrop on popular niche forums as well as on [Yahoo! Answers](#). Browse the archives and you'll soon see questions that come up again... and again... and again!

ExampleS:

- What's the best way to drive traffic to my site?
- What's the fastest way to lose weight?
- How do I housetrain a new puppy?
- How do I break my caffeine addiction without getting headaches?

Once you have a list of niche-specific questions, find (and rewrite) PLR content that answers these questions. Then add your product and affiliate links to the answers as a means of pointing people towards more complete answers.

Side Note: For best results, develop a series of five to ten questions around one tightly focused topic. Here's an example for an online marketing FAQ...

Top Five Questions About Making Money Online:

1. What is SEO?
2. What's the best FREE way to drive traffic?
3. What's the best PAID way to drive traffic?
4. How do you find JV partners?
5. How do you use social media sites to get traffic?

Then each of the above answers can point to related products for more information. For example, Question #5 can point to a "how to profit from Twitter" ebook.

12. Satisfy Your Existing Customers With Unannounced Bonuses

What's the secret of creating satisfied, loyal customers who'll send you plenty of repeat business?

Simple: Under promise and over deliver.

And one great way to do that is by offering unannounced bonuses after the sale. You can quickly and easily create your bonuses using rewritten PLR content.

Tip: These unannounced bonuses reduce and even eliminate buyer's remorse, so if you deliver a bonus immediately you can slash refunds that might otherwise come in the first day or two. If you continue dripping these unannounced bonuses beyond the refund period deadline, you'll further reduce refunds and create happy customers.

In addition to creating deliriously happy customers, you can also use these bonuses to create a backend income for yourself. You do that, as usual, by promoting other products and services from within the bonus product.

Here's an email template you can modify and send immediately after a new customer makes a purchase:

Subject: Thank you for choosing [name of your product]! Surprise inside...

Dear [Customer's Name],

Thank you for choosing [product name]! If you need to return to the download page, please go to [download page URL].

I encourage you to download and read the product right away. That's because you'll discover:

- * Benefit 1
- * Benefit 2
- * And benefit 3 (See page ## for the surprising details!)

One more thing...

I have a surprise for you: a free bonus report that gives you the secret of [enter benefit here]! You can download "[name of report]" at this link: [enter link].

Enjoy!

Sincerely,
[Your Name]

P.S. Others who've read the free bonus report said, "[enter short one line testimonial here]" - check it out for yourself now and see if you don't agree!

13. Convert the Content Into a Physical Product

Here's another one of the strategies that allows you to really take advantage of your PLR content by turning into a completely different format.

In this case, you'll rewrite your digital PLR content and convert it into a physical product. (Either as a paper book or on CD or DVD.)

You've got three main options to choose from, depending on your business model:

- 1. If you have a lot of PLR content,** then you can turn it into a high-ticket home study course that you ship to your customers.

Example: How to Become a Highly Paid Freelance Business Consultant in Just 30 Days.

- 2. If you just have a single ebook,** you can rewrite it, convert it into a digital product and then offer it as a mid-price product.

Example: The Complete Guide to Training Your Golden Retriever Puppy

- 3. If you have a short report,** you can turn it into a low-cost entry-level product. In other words, you offer it for cheap as a means of quickly building your customer list.

Example: The Seven Secrets of Buying a Car That the Dealer Doesn't Want You to Know!

Once you've chosen your strategy, then you need to rewrite the content to suit your needs and convert it into a physical product.

Here are a few of the most common options:

- ➔ **Convert the content into a physical book and sell it on [Lulu.com](https://www.lulu.com).** (They collect payment and fulfill orders.) When you sell it on Lulu, you can also choose to get it listed in bookstores (including online stores like [Amazon.com](https://www.amazon.com)).
- ➔ **Convert the content into a CD** and use [Kunaki.com](https://www.kunaki.com) to fulfill your orders.
- ➔ **Convert the content into either CD form or book form,** and fulfill the orders yourself. That means you can sell the physical product through online channels like eBay or even offline venues like trade shows.

14. Use the Content to Stock Your Affiliate Center

If you've ever run an affiliate program, then you already know one of the best ways to attract plenty of good affiliates is by providing them with all the tools they need to pre-sell your product.

And that includes blog posts, articles they can upload to their autoresponders and rebrandable reports they can give to their prospects.

You can purchase and rewrite PLR content just for this purpose. If you're using PLR content for your paid product, then all you have to do is excerpt out portions of the content to create the blog posts, articles and reports.

Examples:

- You sell a dog training book. You can excerpt out a 500 word article about teaching a dog not to jump on people and offer it to your affiliates to post on their blogs or send via email. Be sure to not only rewrite the PLR content, but also create a short ad (call to action) at the end of the article.
- Or let's suppose you sell an email marketing product. You can use PLR to create a report about how to create an enticing squeeze page. Then offer this rebrandable report to your affiliates to give to their subscribers and visitors.

But there's more...

The other thing your affiliates are looking for are training materials.

You see, some of them are brand new to affiliate marketing. They might drop a link to their friends and family. They might tweet about it on [Twitter.com](https://twitter.com). But beyond that, they're clueless as to how to make money selling your products.

You can train them by offering them a complete guide to affiliate marketing. You can either deliver an ebook... or you can deliver weekly lessons by autoresponder. Or you can do both. Whatever you choose, you can use PLR content as the basis for these training materials.

15. Nichify the Content.

Here's a great way to get a whole lot more mileage out of your PLR content: Repurpose it to target a slightly different topic or demographic.

In short, "nichify it" by modifying the content for a different market.

Tip: When you nichify a product, be sure to also change the title of the product, the sales letter, graphics and other marketing materials to reflect the changes.

Let me give you a few examples:

Example #1: You purchase an Internet marketing ebook with PLR. You nichify this one product to spawn a whole series of products, such as:

- Internet Marketing for Homeopathic Doctors
- Internet Marketing for Tax Accountants
- Internet Marketing for Novelists

In all cases, you modify the content so that it uses the jargon and labels recognizable by the target market.

Here's what I mean: If the original book says, "Most marketers prefer to set up a WordPress blog," then you can modify the content like this:

- Most alternative healers prefer to set up a WordPress blog.
- Most accountants prefer to set up a WordPress blog.
- Most authors prefer to set up a WordPress blog.

Example #2: You purchase PLR content on the topic of time management. You create products targeting different niches such as:

- The Busy Mom's Guide to Doing More in Less Time
- The Internet Marketer's Guide to Doing More in Less Time
- The College Student's Guide to Doing More in Less Time

16. Create a 7-10 Part Email Mini Course

Earlier I mentioned that you could use PLR content to create a paid ecourse that you deliver by email.

Here's another idea: Use your PLR content to create a short free autoresponder course. Then you can use this course as a means of encouraging people to join your mailing list.

In short, use it as a lead generator.

Here are the advantages of giving your prospects an ecourse:

- A multi-part course has a higher perceived value than a regular ebook.
- Delivering a 7-10 part course gets your prospects in the habit of reading your emails. (Which doesn't always happen if they joined your list simply to claim a free ebook.) At the end of each lesson, be sure to build anticipation for the next lesson.
- Multiple contacts allows you to build a relationship with your subscribers.
- And naturally, you'll make money since you can use this course to promote specific offers.

Now let me give you an example of a typical ecourse and what you might promote in each lesson...

Example: 7 part ecourse on how to write a sales letter. Lessons include:

1. How to profile and research the target market. (Here you may briefly promote a general copywriting product.)

2. How to write a good headline. (Promote a headline writing course.)
3. How to write a good opener. (Promote a general copywriting product, same as the first lesson.)
4. How to create a list of benefits. (Promote the same general copywriting product.)
5. How to write a guarantee. (Promote a copywriting swipe file product.)
6. How to write compelling call to action. (Promote a copywriting swipe file product.)
7. How to add in finishing touches such as sub-headlines, proof, etc. (Promote the general copywriting product once again.)

17. Develop a Slideshow Video to Sell

Instead of rewriting your PLR content and delivering it as an ebook, you can rewrite the content and turn it into a slideshow video.

One note, however: If you're going to use a video format, then ideally you should add something else to the video to justify putting it in that format. That's because it's like you'll annoy people if you just present plain text. Many people would rather read an ebook at their own pace than read a video at the pace you chose.

One of the best ways to justify using the video format is to insert demonstrations in between your text slides.

Here are three examples to show you what I mean:

Example #1: If you're showing people how to set up a WordPress blog, then show a video of you logging into your webhosting control panel, setting up the blog and then logging into the WordPress dashboard to customize the setting.

Example #2: If you're showing a dog training video, then insert training demonstrations (such as video of you teaching a dog to sit) in between the text slides.

Example #3: If you're teaching self defense and safety tips to women, then include demonstrations of simple self defense moves women can use to get themselves out of dangerous situations.

You can create these videos yourself by using a tool like [Camtasia](#) or your favorite video-editing software. Alternatively, you can find a competent freelancer to create and edit these videos for you. Go to one of the popular freelancing networks such as [Elance.com](#), [Guru.com](#), [Getafreelancer.com](#) or [RentACoder.com](#).

18. Use the PLR Content to Create an Upsell or One Time Offer

One of the keys to big profits in any business is to sell more products (and more expensive products) to your existing customers.

And one of the first places you can do that is right on your order form when you ask your customers to add a related product to their order.

Do you see where I'm going with this?

Instead of creating brand-new upsell products from scratch, you can create them by rewriting PLR content.

There are two main ways to approach this:

- 1. The first way is to simply ask the customer to add a related product to their order** (something that will enhance their overall purchase). Amazon does this by recommending similar books to the one you just put in your shopping cart. McDonald's does this by asking if you want to add fries to your order.
- 2. The second strategy is to not only recommend a related product, but to offer a discount on the product.** Typically the customer can only receive the discount if they buy the upsell product now (they'll have to pay more if they buy it later). This may even be a one-time offer, where the customer will NEVER see the product or the offer again if she or she doesn't but it immediately.

Mail order steak companies often use these sort of “add on” incentives. They give you a steep discount on burgers, for example... but only if you add the burgers to your existing steak order.

Here are a few examples of how you can use your PLR content to make more money at the order form:

Example #1: Let’s suppose you have a package of PLR articles and reports about natural dog health. You can rewrite the content, bundle the products together, and offer them at a 50% discount to anyone who purchases your “Raising a Healthy Dog” ebook.

Example #2: Perhaps you’re selling a book on how to profit from resell rights content. You can use your PLR content as a basis to create entirely new products (which you license by offering resell rights). You then offer these resell rights products as an upsell to anyone purchasing your main product.

Example #3: You sell anti-virus software online. You offer an upsell on the order form for an ebook (rewritten PLR) that shows people how to keep their information safe online.

19. Use PLR Content to Create a Website to Flip

Here you can rewrite your PLR content, optimize the content for search engine purposes, load the content onto a blog-style site and sell it to a marketer.

If you’d like to increase the value of your site so that you can sell it for more money, then you may do one or more of the following:

- ➔ **Create a product to sell (include a sales page and graphics).** Again, you can create the product using rewritten PLR content.
- ➔ **Build a newsletter list of targeted subscribers.** You can create an ecourse made out of PLR content as an incentive to get people to join the list.
- ➔ **Drive traffic to the site so that you have traffic and sales figures to show your prospective buyers.** You can use your PLR content for this, too.

Example: Rewrite the content and submit it to article directories (like EzineArticles.com or GoArticles.com) and post it on social networking site blogs (like Facebook.com).

In order to be successful with this strategy, you can't just build a site around any ol' topic. You need to build niche sites around in-demand content. And you need to create sites that sellers WANT to buy.

Tip: If you build up a site with traffic, sales and a subscriber list, then you'll always be able to find someone who'll pay top dollar for your site (no matter what niche it's in).

If, however, you're primarily interested in building a site fast and selling it fast (i.e., without any traffic or sales stats), then you'll need to build sites that website buyers are really interested in at the current time.

One of the best ways to determine what types of sites you're likely to sell quickly (even if you don't have traffic stats) is by finding out what buyers are *already* buying.

You can do that by browsing the following marketplaces and determining what types of niche sites always sell:

- The DigitalPoint.com marketplace.
- The SitePoint.com marketplace.
- Websites, blog sites and domain names on eBay.com.
- The DNForum.com marketplace.
- The Sedo.com auctions (NOTE: These are nearly all domain names, although you can find websites for sale. However, it's useful to also pay attention to what sorts of domain names are selling, as that will tell you what topics sellers are interested in.)

20. Use PLR Content to Create a Weekly Podcast

Here's a little secret...

You can generally group people into one of three learning style groups: visual, auditory (hearing) and kinesthetic (touch/emotion). The visual folks prefer to read

their content, the auditory prefer to learn by listening and the kinesthetic group prefers to learn by doing (hands on).

The reason I'm telling you this is simple: You can engage more of your blog visitors if you occasionally offer multimedia content.

And one way to do that is to rewrite your PLR content and use it to create a weekly podcast that you post to your blog.

Tip: You can easily create your own podcast in MP3 file format by using [Audacity](#) (it's free). This tool allows you to record your podcast and edit your file.

What type of information should you share in your weekly podcast?

Obviously, you should share the same type of information that you're already sharing on your regular blog (e.g., solutions that your market actively seeks out). But to keep people coming back to your blog again and again, you may want to create your podcasts around a theme.

Examples:

- Your weight loss blog may include a special feature every week where you deliver a podcast that answers one or more of your niche members' frequently asked questions. (E.G., "Are diet supplements safe?")
- You may use your weekly podcast to deliver ongoing lessons around a specific topic. For example, a 20 week lesson on how to get out of debt.
- You may ask your blog readers to submit questions. Then you find suitable PLR content to answer these questions and deliver the answer in a weekly podcast.

21. Create a Free Slideshow Video to Post on YouTube

Back in Strategy #17 we talked about using PLR content to create videos to sell. Please refer back to that strategy for the tools and advice about how to create the video.

You'll do the same thing here – create a video with demonstrations in between the slideshow-style text – except here you're creating free videos to use as lead generators on YouTube or on your own blog.

Since these are lead generators, here are a few points to keep in mind:

- ➔ **Keep your videos short.** If you have a long video, break it up into multiple parts. If people don't yet know you, they're going to be reluctant to watch videos that are more than five minutes long. (This is a general rule of thumb – test it in your own niche to find out what gives you the best results.)
- ➔ **Try to create videos that will go viral.** (See Strategy #8 for tips on creating viral content.)
- ➔ **Make sure your first, middle or last frame of the video is visually appealing.** That's because one of those frames will be your thumbnail picture on YouTube.
- ➔ **Provide useful and/or entertaining information,** and then be sure to create a call to action at the end of the video. In other words, tell people exactly what you want them to do next.

Example: "Go to www.mydomain.com to watch Part 2 of this video series...").

I mentioned a moment ago that you can create multiple short videos.

Indeed, you may even consider creating an ongoing series of informative and entertaining videos using your PLR content.

Examples:

- You can create a “do it yourself” home repair video series, where you show viewers how to fix and remodel parts of their own home. You can use a slideshow video and integrate demonstrations in between the slides.
- You can create a series of videos showing people how to cook French meals. You’ll use the slideshow presentation to display the recipe ingredients and instructions. You can include demonstrations of tricky parts of the process (such as separating an egg yolk from the white).
- You can use rewritten PLR content to create a series of videos teaching people how to learn a foreign language. The slideshow content displays and defines the words. You can do a voiceover to pronounce the words and phrases.

22. Include PLR Content In Your Sales Letters

There are two main approaches to sales letters.

1. One approach is a direct-selling style letter, where you lay out the benefits and tell the reader why they should buy now.
2. The second letter engages the reader by telling a story and/or offering useful but incomplete information before it launches into the “selling” part of the letter.

You can use rewritten PLR content for the “telling” parts of your letter.

Think of it as putting a mini article in the middle of your sales letter.

Example #1: Let’s suppose you’re selling a weight loss product. You can use rewritten PLR content in the sales letter to give people an overview of a sound diet.

Example #2: You sell an ebook on how to care for and raise orphaned kittens. Your sales letter may include a list of “Dos” and “Don’ts” that you create out of PLR content.

Like this:

- Do keep the kitten warm. See page 28 to find out the BEST and safest way to keep your orphaned kitten at the right temperature.”
- Don't give your newborn kitten the same milk as you drink, as doing so can cause stomach upset and even death. Instead, give your little one kitten milk replacer. If you don't have any on hand, then you can make do with a homemade recipe until you're able to get the milk replacer. See page 15 to get your hands on the homemade recipe you can use in an emergency to save a hungry kitten.

23. Extract PLR Content to Create Articles for Content Marketing Purposes

Lots of folks who purchase PLR content eventually use some of it to create articles. Then they:

- Submit to article directories like EzineArticles.com, GoArticles.com, Buzzle.com, IdeaMarketers.com and ArticleCity.com.
- Post articles on their own blogs.
- Post content on other people's blog (as a guest author).
- Create secondary blogs and websites on sites such as Squidoo.com, HubPages.com, WordPress.com and Blogger.com.

Fortunately for you, your competition probably won't rewrite the content. And so your articles will be all the more effective since you DO rewrite the PLR content.

Tip: Some articles like EzineArticles.com won't accept PLR articles. That means you'll need to rewrite the content thoroughly in order to get accepted into those directories. However, you can take one PLR article and rewrite it multiple times (which saves you time versus coming up with multiple articles "from scratch").

As usual, you should create articles that are useful but incomplete. That way, you can create a call to action at the end of the article where you encourage people to click on

your links (which may lead to a squeeze page or possible a product sales page, depending on where you're posting your article).

If you're posting your articles to article directories, then your call to action will happen in your resource box (also known as: byline or author's bio box).

Do NOT bother using this space to tell people about yourself. Instead, use it as a small ad to encourage people to click on your link.

Here's a resource box template you can modify and use as you please:

Are you tired of [bad thing]? Click here now to discover the surprising secrets of [good thing/benefit]. Free [product] shows you how...

Example: Are you tired of diets that don't work? Click here now to discover the surprising secrets of losing ten pounds fast. Free report shows you how...

24. Break Up Larger Materials Into Article Packs

As you already know, lots of people who purchase PLR content use it exactly as-is. And even those who rewrite it tend to still offer it in the same general format.

So if they're rewriting articles, they end up with articles. And if they're rewriting a PLR ebook, they leave the content in ebook form.

So here's an idea for you: Rewrite your PLR ebooks and then chop the newly rewritten content into article packs of 10 to 20 articles each. Then sell these shiny new article packs with private label rights to other marketers.

Example: Let's suppose you have a search engine optimization ebook with PLR rights. You can use the chapters and subsections as individual articles. Then create an article pack that includes topics such as on page optimization, the importance of anchor text, seven proven ways to get thousands of backlinks, how to do keyword research, how to ask a webmaster to swap links and so on.

Tip: If you're only rewriting the content lightly, check your PLR license terms to make sure you have the rights to resell the PLR. Otherwise, you'll need to completely rewrite the content in order to be able to pass on the rights to other marketers.

If you already have a marketing-related site, then you can advertise by blogging about your article packs, telling your list, and telling your network on sites like [Twitter.com](https://twitter.com), [MySpace.com](https://myspace.com) and [Facebook.com](https://facebook.com).

If you don't already have prospects in place, then you can sell your article packs on marketing forums like [SitePoint.com](https://sitepoint.com), [WarriorForum.com](https://warriorforum.com) and [DigitalPoint.com](https://digitalpoint.com).

Tip: You can also sell these article packs directly to the end users. For example, you can sell a pack of gardening articles to gardeners. This works particularly well if you offer the articles as a bonus to a paid product or as part of a membership site.

25. Create a Giveaway Product

Here's another thing you can do with PLR content: Rewrite it and turn it into a giveaway product that other marketers can use as a bonus for their paying customers.

Then you can either give this product freely to other marketers, trade bonus products with them (i.e., they give you one in return), or sell the giveaway rights to the product.

Tip: Alternatively, you can create giveaway products for list owners to give away to their new subscribers.

So what's in it for you?

You get to put your links in the product, meaning you get to make a backend income.

The key to making this work is to find PLR content that is HIGHLY related to whatever product the marketer is selling.

Indeed, while you can offer this bonus product to multiple marketers, you may want to instead make exclusive deals with individual marketers.

Doing so also allows you to create a better targeted product.

Examples:

- Joe Schmoe the marketer is selling a book on growing roses in the desert. You can provide a bonus product about keeping desert pests away from the rose garden. You include affiliate links to pest-control sprays.
- Suzy Schmoe (no doubt that's Joe's sister 😊) is selling a book on finding a soul mate. You use PLR to create a product on how to use dating sites. You include your affiliate link to the most popular dating sites.

Here is an idea: To make this offer even more attractive to a marketer, find products and services that offer two-tier affiliate programs. Then you can offer to rebrand the giveaway product with your partner's affiliate links (provided he or she signs up for the affiliate program through your link).

That way you'll get a small commission every time your partner sells a product (whether the sale comes through your ebook or not).

26. Put Your PLR Content into a Three Day Firesale

Sometimes in order to purchase the perfect PLR ebook or pack of articles, you need to purchase it as a package along with other PLR content.

You use what you need and may even forget about the rest – until one day you notice that your unused PLR content is starting to pile up on your hard drive.

The solution?

Bundle niche-specific content together and sell it using a three day firesale.

Example: You can pack up all your gardening PLR and offer it for one low price to gardeners. Or you can rewrite the all the content completely and sell the package with resell rights to other marketers.

Note: A firesale is where you offer a ridiculously low price for a package products... and then the price increases steadily for the duration of the sale.

Example: On Day #1 of the sale you might offer a package of products for just \$50. On Day #2, the price goes to \$75. On Day #3, the price goes to \$100 (which should still be a bargain price). When the sale is over, you either remove the package entirely from the market, or you offer it at a full retail price (such as \$497).

In order to really make your package stand out, you need to:

- ➔ **Create a good sales page for the package.** If you don't know how to write a compelling page yourself, find a good copywriter to do it for you. (Check the WarriorForum.com, Elance.com or join Outsource Weekly™ to learn my go-to copywriter.)
- ➔ **Create graphics to go with the products** (i.e., ecovers), along with a header, footer and other graphics for your site. Again, check the freelancing board to find a professional graphics designer.
- ➔ **Buy a domain specifically for the sale and set up your website.**

Example: GardeningSecretsFiresale.com or
InternetMarketingBlowout.com.

27. Participate in Joint Venture Giveaways

Last but not least, you can use your rewritten PLR content to participate in JV (joint venture) giveaways.

Here's how a JV giveaway event works...

A group of marketers gets together and all contributes a downloadable gift to the event, such as a free report, video, audio, ebook, software or other tool.

Then each marketer who participates also promotes the event by telling his or her list about the event, blogging about it, tweeting on Twitter about it, etc.

In order to claim a free gift, the visitor must opt-in to the marketer's mailing list.

And that means that everyone who chooses to download your gift will also join your mailing list.

Further, that means you get to make money in two ways:

1. By selling on the backend to your newly built mailing list.
2. And by selling on the backend through links in your gift product.

Product titles are always important to the success of a product. But that's especially true in a giveaway event, since your visitors are scanning down the list of gifts to decide which ones they really want to download.

That means you need to create attention-getting, benefit-laden titles.

Let me give you a few examples of vanilla titles followed by rewritten product titles with a little more appeal:

Example #1:

Plain Title: Housetraining Your Dog

Rewritten Title: How to Housetrain ANY Dog in Just Three Days!

Example #2:

Plain Title: How to Set Up a Blog

Rewritten Title: How to Quickly and Easily Set Up a Cash Pulling Blog

Example #3:

Plain Title: French Cooking for Everyone

Rewritten Title: How to Cook a Gourmet French Meal... Even If You Can't Boil Water!

Conclusion

Congratulations: You now know 27 proven ways to wring more money and get more mileage out of all your PLR content!

Just look at this tiny sampling of what you discovered:

- ✓ You learned that **PLR content is most profitable when you rewrite it** and then apply these 27 strategies.

- ✓ You discovered several creative ways to **turn text content into multimedia, such as podcasts and videos.**
- ✓ You found out **how to make money with your PLR content by giving the content away for free.**
- ✓ PLUS you know **how to create highly valuable, in-demand PLR content** that you can sell.

And much, much more!

You're a savvy marketer, which is why I don't need to remind you that these strategies won't make money if they just get left sitting on your hard drive, forgotten.

However, here's something you should know:

The more strategies you deploy, the more money you'll make.

You see, you might be tempted to just cherry pick your way through these 27 strategies, tossing aside any of them that don't float your boat.

But DON'T make that mistake.

Instead, unleash the full power of your PLR content by using all these strategies (not necessarily with the same PLR product, but across your different products and different niches).

Sound good?

Then get to it... because the faster you put these strategies into action, the faster they'll translate into money in the bank!