

How to R.E.W.R.I.T.E. a PLR Article™

"R.E.W.R.I.T.E. A PLR ARTICLE" FORMULA

- R** - REWRITE the introduction.
- E** - EDIT the title and author name.
- W** - WRITE new material and add it to the original article.
- R** - REWORD the conclusion.
- I** - INSERT new subheadings.
- T** - TWEAK the content.
- E** - ERASE irrelevant, boring or outdated content.

27 WAYS TO DISTRIBUTE EZINE ARTICLES (BONUS)

1. Submit Them to Article Directories
2. Find Bloggers to Reprint Your Articles
3. Ask Newsletter Publishers to Reprint Your Articles
4. Turn Articles into Free Reports
5. Create Rebrandable Reports
6. Submit Your Bundled Articles to Ebook Directories
7. Sell Your Bundled Reports
8. Give the Articles Away as Bonuses to Paid Products
9. Sell the Resell / Giveaway Rights to Your Articles
10. Offer the Private Label Rights (PLR) to Your Content
11. Let Your Affiliates Use the Content
12. Uploading Articles to Your Membership Sites
13. Create a Free Newsletter
14. Turn Your Articles Into a Paid Newsletter
15. Post Articles on Your Blog
16. Share Articles on Social Media Sites
17. Submit Articles to Offline Publications
18. Create a Squidoo Lens
19. Create a HubPages Hub
20. Post Articles on Yahoo! Answers
21. Sell Your Articles on Lulu
22. Sell Your Articles on eBay®
23. Ship Them With a Home Study Course
24. Offer Your Articles to JV Partners
25. Build a Secondary Blog
26. Turn Your Articles Into Slides and Handouts
27. Turn Your Articles Into Videos

TIPS & TRICKS

How to Tweak The Content

- ☐ Proofread for grammar and spelling mistakes.
- ☐ Polish the article to make it easier to read.
- ☐ Add in your own unique twists.
- ☐ Optimize the article for the search engines (where applicable).
 - You should write for your human readers first and the search engines as a secondary goal.
 - Search engine rankings are due in large part to your off-page optimization efforts.

How to Keep Your Readers on the Edge of Their Seats

- 1. Arouse Curiosity:** If you create content that creates an "itch," then your readers will need to keep reading in order to scratch that itch.
- 2. Appeal to the Reader:** The other major way to keep your readers hanging on the edge of their seat is by appealing directly to the readers.

- » Write an Introduction that Whets the Reader's Appetite
- » Drop Cliffhangers
- » Sprinkle Curiosity-Arousing Subheadlines and Titles
- » Create Reader-Oriented Content
- » Speak to Different Readers
 - Vision-based
 - Auditory-based
 - Emotion-based (Kinesthetic)

You can create multiple cliffhangers. NLP practitioners refer to these cliffhangers as "nested loops."

- Open Loop or Story A (drop cliffhanger #1).

- Open Loop or Story B.

- Open Loop or Story C.

- Then close Loop or Story C (also known as "satisfy curiosity about Loop C, the 3rd cliffhanger").

- Close Loop or Story B.

- Close Loop or Story A.

Example: Here are examples of these three different types of language:

» Vision

- You see...
- Look...
- Imagine...

» Auditory

- Listen...
- It's as clear as a bell...
- You can hear a pin drop...

» Kinesthetic/Emotion

- Do you ever get the feeling...
- It's good to touch base...
- This secret is red hot!