

Checklist

***How To Find and Purchase  
High-Quality PLR Content***

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## **Now Let's Get Started...**

# **Checklist: How to Find and Purchase High-Quality PLR**

This checklist builds upon the "**27 Ways to Use PLR to Make Money**" report and focuses on guiding you to find and purchase "high-quality" Private Label Rights materials.

Note: I highly suggest you to print this checklist (pages 3-6) out and put it next to your computer (or on your desk). Make sure you've a pen ready, and right after you complete a step, put a tick inside of the relevant step's small box. Doing so will help you to track your progress and by no time you'll be sitting on top of high-quality PLR materials. (And the accomplishment feeling of going through all steps and putting ticks on paper will be the hidden bonus inside!)

Let's get to it!

## **A. Finding PLR Sources**

Search Google using terms like:

- PLR
- Private label rights
- PLR content
- Private label rights content
- PLR articles
- Private label rights articles
- PLR ebooks
- Private label rights ebooks
- PLR reports
- Private label rights report
- PLR source
- PLR provider
- PLR store
- High quality PLR
- Well-written PLR
- PLR membership

Narrow your search by using niche-specific terms such as:

- Health PLR content
  - Dog training PLR articles
  - Internet marketing PLR
- Search business forum marketplaces, including:
- WarriorForum.com (Warrior Special Offers and Classified forum)
  - SitePoint.com marketplace
  - DigitalPoint.com marketplace
- Search other marketplaces:
- eBay.com
  - CraigsList.org
- Place ads and requests seeking out quality PLR content:
- Ask your business colleagues for recommendations.
  - Post general inquiries on business and marketing forums.
  - Post ads requesting PLR content on sites like CraigsList.org.
  - Blog about your request.
  - Send an email to your list asking for recommendations.
  - Ask your Facebook.com and Twitter.com networks for recommendations.

## **B. Evaluating Before Buying**

- Research the PLR provider in Google by searching for:
- The provider's name.
  - The provider's business name.
  - The provider's website.
  - The provider's email addresses.

- The name of the PLR content.
- Look for a PLR provider with a good history of providing high-quality content.
- Watch for a PLR provider with a pattern of complaints, fraud allegations, slow or no pay of affiliates and other worrisome signs that have you questioning the provider's honesty.
- Read the sales page:
  - Are samples provided?
  - What form is the content in currently?  
Example: Are they reports, articles, video or audio?
  - What is the price?
  - Is it a one-time charge or an ongoing monthly fee?
  - Does this source provide a constant stream of content in your niche?
  - Are there clear terms provided on the page? (See below for more information.)
  - Is there contact information available for the seller?
  - Does the seller respond to customer inquiries in a timely manner?
  - Are there any bonuses available with your purchase?
- Check out the PLR terms:
  - Are the PLR rights transferable? (If so, the content will lose its value more quickly, as more people will have the rights to this exact content.)
  - How many total PLR licenses are sold?
  - How much must the content be changed in order to put your name as author?  
Example: Does it need to be rewritten at least 30%?

- Are you free to change the content into other formats, such as turning text content into video content... or changing digital content into physical content?
- Are there restrictions on how you can use the content?  
Example: Some licenses say you can't sell the content on eBay without significantly changing it first.

## **C. Evaluating the Content After Your Purchase**

- ❑ Is the content well-researched and free of factual errors?
- ❑ Does the content match the sample that was given on the sales page?
- ❑ Is the content well-written?
- ❑ Would you feel comfortable giving this content to your readers even without changing it?
- ❑ How much work will you need to do to bring each piece up to your expectations? In other words, do you need to merely tweak it... or do you need to completely rewrite it?
- ❑ Is the content easy-to-read?  
Example: Does it have easy-to-read sentences and paragraphs? Are there bulleted lists?
- ❑ Does the content have any bonuses that make it more valuable, such as graphics?
- ❑ Is the content self-referential, meaning the original author talks about himself or herself?
- ❑ Is the content evergreen?  
Example: It never goes "stale" or gets dated.