

# 25 Ways

## To Reuse Your PLR Content

By

Jeremy Burns'

[www.SourceCodeGoldMine.com](http://www.SourceCodeGoldMine.com)

**NOTICE:** You May Give Away Or Share This Report.  
Pass It On, You're Friends & Customers Will Thank You  
For It!

Thank you for checking out this eBook on 25 ways that you can use PLR products to make some serious cash of the Internet.

**Not only are we going to show you some great ways to use PLR products, we are also going to show you a brand new PLR product package that you can use to get started making money with today!**

**Please check out the latest Source Code Gold Mine v12 PLR products that were just launched this week.** You can use the content in these products to create new products of your own, or of course you can just re-sell them as they come

**Please Go Now To [www.SourceCodeGoldMine.com](http://www.SourceCodeGoldMine.com) and check out, the best PLR products on the planet.**



# Table of Contents

|   |           |
|---|-----------|
| <b>What Is PLR and How It Can Help Your Internet Business .....</b>           | <b>4</b>  |
| <b>Most PLR Content Sucks! .....</b>  | <b>5</b>  |
| <b>The Three R's.....</b>   | <b>6</b>  |
| <b>REDUCE Make Money With Your Content by Trimming and Cutting.....</b>       | <b>6</b>  |
| 1. Take Advantage of the Less is More Trend .....                             | 6         |
| 2. Use Lite Versions or Excerpts As Freebies or in Giveaway Promotions! ..... | 8         |
| 3. Reduce and Email.....  | 9         |
| 4. Blog Away .....  | 10        |
| 5. Slice and Slim Content for Article Directories.....                        | 11        |
| 6. Creating Content for Free Publicity.....                                   | 12        |
| <b>RECOMPILE Combine and Conquer .....</b>                                    | <b>14</b> |
| 7. Make a High-Ticket Course .....  | 14        |
| 8. Beautiful Bonuses .....  | 15        |
| 9. Recover Lost Sales .....   | 17        |
| 10. Create a Coaching Program.....  | 18        |
| 11. Create a Membership Empire .....  | 19        |
| 12. Be Authoritative! .....   | 20        |
| 13) Focus Your Content .....  | 22        |
| 14) Media Medium Transformation .....   | 24        |
| 15) Create a Lead-Generator .....   | 25        |
| 16) Get Viral! .....  | 25        |
| 17) Do a Paid Presentation .....  | 26        |
| 18 Archive the Live .....   | 27        |
| 19) Become an e-Teacher .....   | 28        |
| 20) Innovate With A Whole New Format!.....                                    | 29        |
| 21) Retired Product Rebirth .....   | 30        |
| 22) Make a Content-Based Web Page .....                                       | 31        |
| 23) Sell the Resell Rights to Your Products .....                             | 32        |
| 24) Revise and Resell! .....  | 34        |
| 25. Lead a Double Life.....   | 35        |
| <b>Reduce, Recompile &amp; Rewrite A Recipe for Success.....</b>              | <b>36</b> |
| <b>IMPORTANT: Here's how you can get started making CASH today!.....</b>      | <b>37</b> |

# What Is PLR and How It Can Help Your Internet Business

Creating new products and content to sell or give away in your Internet marketing business, is just good business sense. Your prospects and customers, have a never ending need and desire for new information.

The main job in your Internet marketing business is to provide the information and training that your customers are looking for, to solve their problems and needs.

Unfortunately for many of us we would have rather have our wisdom teeth extracted than to actually have to write that content ourselves.

The more content you add to your product library the more valuable your services are to your lifetime customers; there's really no escaping the need to create new content. If you want to have a viable business on the Internet you need to constantly provide new and interesting content to your customers and subscribers plain and simple.

But it's never really that simple is it? Regardless of whether you use freelance workers on websites like Elance.com and vWorker.com or create everything on your own, content creation takes valuable time and money. These are hard to come by resources for many small home Internet marketing entrepreneurs.

This market is too fast paced for you to release content slowly, if you want to keep your Internet business profitable, you need constant content, and creating content on your own takes a lot of time and money.

One of the biggest time and money savers is you will ever find in your Internet marketing business PLR content (Private Label Rights).

You've probably already heard about it and may have used it before.

PLR content can save you a ton of time from creating your own content in-house, and can also save you time and cash over hiring outsourcers to create content for you.

There is one small problem that you need to be made aware of...

## **Most PLR Content Sucks!**

There I said it, most PLR content sucks, it's unfortunate but true.

There are literally thousands of places to get PLR content on the Internet, but most of the PLR content that you come across on the Internet can be flat out cheap and tacky.

There are many PLR content creators that try to take the cheapest route possible when creating the content that they will try to sell to you. You have to be very careful when purchasing PLR content, because of the content sucks, it's going to make it look like you suck when you try to delivered that content to your customers.

You are better off delivering no new content to your customers, then to distribute content with your name on it that has been created poorly.

When you do find good quality PLR content however, you can resell that content directly to your customers as is, or rip the content apart and create new derivative products and training tutorials at a cost well below creating content from scratch.

Good PLR content like this has been rebranded and reworked to meet your customer bases wants and needs can make you look like a rockstar in their eyes.

Once you find good PLR content, the best thing that you can do is to

### **Repurpose, re-use, and recycle that PLR content!**

That's what this guide is all about, teaching you how to reuse PLR content and create killer new products that will leave your customers begging for more.

So what do you say we get started?

## The Three R's

You can use home-made content that you've created yourself or PLR content that you have rights too with this guide. As long as you have the right to modify and use the content as you please, you can reuse or recycle it to turn it into money in the bank!

My 25 steps to we purposely and reusing PLR content follows three basic principles I like to call **The 3 R's**:

REDUCE: You'll find out how chopping up and reducing many pieces of PLR content can actually put more money in your pocket than if you were to sell those products as they originally came.

RECOMPILE: If you have a lot of content, or multiple PLR products on the same topic, you can compile it and expand on it to create entirely new and better products.

REWRITE: Here you'll learn how to change the format and or the modality or the content itself to create new products in a tiny fraction of the time it takes to create new products from scratch!

Sounds easy right? Well it is! Let's get started.

## REDUCE Make Money With Your Content by Trimming and Cutting.

Here are some ways you can make money from your PLR content by slimming them down.

### 1. Take Advantage of the Less is More Trend

These days everyone is interested in becoming healthier or at least pretending they are by consuming "lite" versions of their favorite foods. That trend is not exclusive the

menu at your local fast food chain! You can create a "Lite" version of your Internet marketing information products just as easily and you'll be amazed at how many people buy into it!

There are a few different ways to do this, depending on what sort of product you're selling currently in your business.

Ways to present the lite version:

- For PLR software products, just disable a few features to create a lite version. Then simply let your customers know what "extra" features are available if they upgrade to the full version.
- When selling content, include the full version of the table of contents, with the missing chapters simply "grayed out." Then customers can actually see what chapters they're missing. From within the report, include a link to upgrade to the full version, until your customers that the missing chapters are included there.
- If your E-Book can't easily have chapters torn out of it still leave the content valuable, simply reduce the overall content of each chapter. Take out a few tips or get rid of bullet points; make the book at least half as long. Most PLR books come with a ton of fluff or filler content that can easily be cut out.

For example, let's suppose you're selling a diet book, and one particular chapter includes 50 tips to stave off cravings. The "lite" version of your product may only include 21 tips.

Once you've created your new product, then you can take this lite version and go in any number of profitable directions with it, including these two tactics:

- Sell this lite version to customers and offer an upgrade to the full size version. This upsell could be at the point of sale, within the product itself and through backend emails you send to your customer list.
- Give the lite version away to use as a lead-generator for the full-size version. This is a great way to collect opt in subscribers, and build your e-mail list. Then you can encourage people to purchase the full version at the point they're downloading, from within the product itself or through backend emails you send to your newly built customer list. When using

this tactic make sure the lite version sale is pretty darn light; give them a good reason to upgrade, but at the same time make sure that you give them enough content that you do not waste their time, and also so that they can see the quality of content that you deliver.

## 2. Use Lite Versions or Excerpts As Freebies or in Giveaway Promotions!

Here you create your lite version the same way as described in the previous section. Alternatively, you can simply excerpt a portion of your product.

**Example:** Just pull one chapter out of a full-size e-book and create a report from this chapter. Sometimes this chapter of content can stand on its own, and other times you may need to add a little of content yourself to make a great little free report. Then you can give this new product away to your joint venture partners who are requesting freebies from you, to give to their customers as sample content.

### Event Ideas:

The lite version can be included in a joint venture giveaway event where all JV partners give away one or more products for free in exchange for email address. All partners promote the event, so everyone has a good chance of building a bigger list.

The lite version can be used in a fire sale. This could be a fire sale that's designed for the fire sale creator to profit from, or it could be for charity. Whatever the case, you can offer your excerpt for inclusion in a fellow marketers package.

Offer your lite version as a freebie alongside your partner's paid products.

Give away the lite version as a freebie inside your partner's membership site.

You can offer your lite version as a freebie to anyone who signs up for your partner's site.

You could even allow your affiliates to give away or sell the lite version. (Be sure the product is rebranded with their affiliate links so that they get credit for any sales.)

If you're working with joint venture partners in this manner, then there's one other way you can make these offers more attractive to potential partners.

Namely, by allowing your partners to "rebrand" the lite version with their affiliate links. That way, they'll earn a commission every time one of their customers or subscribers upgrades to the full version of the product.

To do this just give your affiliate partners a copy of your Microsoft Word version of the document so they can easily rebrand it. Alternatively there are many PDF branders available on the Internet, or you could just rebrand the PDF document for your JV partners.

### 3. Reduce and Email

If you have an e-book, report or any other type of written content, you can chop it up and reduce it into smaller articles or training tutorials and load it into your auto-responder.

This is particularly effective if you're offering a multi-part course, such as a five-part course on how to train a dog or a seven-part course on how to lose weight.

Create an autoresponder series that stretches for many months or even a year if you have a lot of content.

**Example:** If you have enough content to create 12 articles (each around 600 to 1200 words), you can deliver an article each month for a year to your subscribers.

This works just as well with audio and video recordings. Simply chop up your videos or audios into smaller segments, load them on your site on static pages or into a blog, and send links to each segment on a regular basis to your autoresponder subscribers.

Ideally, any content you load into your autoresponder should be "evergreen" content—content that is timeless and doesn't get "stale." This is especially true if you're loading content that stretches out for many months.

Evergreen content is relevant the day you load it into your autoresponder, and it will still be relevant one year from now when your newest subscribers see it for the first time.

**Example:** An article about how to fix up old cars is evergreen content. In contrast, an article discussing the hottest new cars to buy is not evergreen content.

## 4. Blog Away

Instead of uploading all these articles that you've segmented out of an e-book, or sound bites and video segments to your autoresponder, you might just want to upload them all to your blog.

By doing this you can make your site "sticky" by frequently updating it (So people come back often to see if you've posted something new).

You can preload dozens of articles all taken from one e-book into your blog and schedule the blog to deliver them at dates in the future automatically.

Blogging frequently can present you as an expert in your niche. You can also build a list from your blog readers by encouraging people to sign up for your list that notifies them each time you've created a new post.

**Quick Tip:** If you also take this content and optimize it for the search engines using the main keywords that your niche targets, then you can help drive search engine traffic to your site. Bear in mind that simply linking to your blog and site is the best form of search engine optimization (SEO).

Frequently updating your blog and pinging blog directories can also drive immediate traffic to your site. If you use a blog platform, like WordPress, you don't need to ping your site after new posts and WordPress will do it for you.

If you don't use a platform that does it automatically you can do it manually yourself by visiting [pingomatic.com](http://pingomatic.com) or [pingoat.com](http://pingoat.com).

**Tip:** If you have months or even years of content to upload you don't want to be tied down to your blog, faithfully uploading new content every few days or every week!

Luckily there's no need to. A lot of blog platforms allow you to preload content to post in the future; check yours and see if it will let you do the same. If not, search online (Google, Yahoo, Bing or

whatever you like) for “automatic blog posting software.” WordPress is one of the most popular blogging platforms, and it does include a feature to do all of this auto blogging, or scheduling of future posts for you.

## 5. Slice and Slim Content for Article Directories

Another great way to use PLR e-books is to slice them down into multiple different articles and tutorials articles and then submit them to article directories.

Some of the most popular directories include:

- ArticleAlley.com – <http://www.articlealley.com>
- ArticleBeach.com – <http://www.articlebeach.com>
- ArticleCity.com – <http://www.articlecity.com>
- Buzzle.com – <http://www.buzzle.com>
- EzineArticles.com – <http://www.ezinearticles.com>
- GoArticles.com – <http://www.goarticles.com>
- IdeaMarketers.com – <http://www.ideamarketers.com>

The purpose of these directories is so that online publishers can take your article and post it on their sites, newsletters, blogs etc. the great part about this is that all of your articles and tutorials will have a link back to your website on them.

Interestingly, most article writers find that the main advantage of submitting these articles is for SEO purposes. Not only do you get one-way links pointing to your sites but your articles also tend to pull in search engine traffic.

That means that, ideally, at least some of the articles you create from your e-book content should be designed to pull in search engine traffic. To do this, follow these two simple steps:

- 1. Find out what words, specifically, your market is using to find information in your niche.** Simply use the keyword tool of your choice (like WordTracker.com or Google.com’s keyword tool), enter in your broad keywords, and you’ll get a list of all sorts of keywords searchers use.

Note: Unless you’re a search engine expert, then you’re looking for “long tail” keywords. These tend to be longer phrases that might not get as much traffic as other words, but

they're also easier to optimize for so you can grab top spots in the search engines.

- 2. Once you have your words, then create content around these keywords.** Your article title should include your keywords, and the body should include these words at about a 3% density rate (meaning the keywords show three times for every 100 words of content). You can easily add your keyword content into the articles and tutorials that you break out of the e-books from your PLR collection.

Don't write for the search engine alone. Human readers are going to find these – and these are the people that you need to impress. You want them to read your entire article, all the way down to your resource box (byline). And then your byline needs to give them a reason to click through to your site.

## 6. Creating Content for Free Publicity

The final method we'll discuss that involves cutting your content is to use this content as a way to get yourself some free publicity.

Free Publicity Ideas:

- Use your content as the basis for a press release. Then submit this newsworthy item to your local media as well as on distribution sites like [www.prweb.com](http://www.prweb.com). You could also hire a press-release distribution firm to do it for you as an alternative or you could buy an updated list of editor's addresses so you could submit directly to the correct people.

Another method is to create professional, polished articles. Then submit these articles to regular (popular) offline niche magazines and newspapers.

Getting published means you get paid. But even more important, you get free publicity.

A lot of the magazines that you may submit articles to will also have online versions of their magazine, and if they like your content you could easily become a monthly regular contributor, which not only gets more links back to your site but also establishes you as an expert in your niche.

You can establish yourself as an expert by getting frequently published in offline magazines way easier than you think, and with all his newfound content should get started submitting articles to magazines right away.

# **RECOMPILE**

## **Combine and Conquer**

Whether you have articles, e-books, reports or even multi-media applications, you can easily compile and combine the content to create a larger, better product.

The added benefit of this is that you're usually able to charge more for this kind of product since it has more content than usual.

Here are four quick and easy ways to profit off from combining content from multiple sources and recompiling that content into a brand-new product:

### **7. Make a High-Ticket Course**

Most marketers will sell a series of lower-price products in the beginning of their sales funnel with the intention of leading customers to their high-ticket courses later.

Usually these high-ticket courses are compilations of products, or possibly a seminar that the marketer did, but you can certainly combine multiple PLR products, as well as some PLR products along with your own original material to create great new course.

A typical course might include:

- Instruction based on beginning, intermediate and advanced levels. If you have e-books (or content in any format), you can include them all to make a comprehensive "home study course."
- Different ways of teaching the material including text, workbooks, checklists, audio and video instruction.

If most of your content is in digital format, you'll also want to consider converting this content into physical products. Some people are more likely to buy a physical product they can hold in their hands.

You could also convert your e-books into regular books, turn your downloadable MP3s into CDs, your streaming videos into DVDs etc.

Then you just have to package all of the materials into one box and ship to your customer. The fact that they are physical products and contain so much information

will increase the perceived value in your potential customer's mind. Physical products also come with a highly reduced refund rate.

Another way to easily create a physical product for only one dollar is to create kunaki.com and then have Kunaki ship directly to your customer.

## 8. Beautiful Bonuses

One thing a lot of people take for granted is offering bonus products. A good way of making your genuinely-new products more appealing is to combine them with bonus offers. This is especially effective as a selling point for upsells and one-time-offers.

Do you have a course on how to use advertise on Facebook? Maybe you have an older package about using Myspace to get website traffic. You can combine the two and call it a social networking box-set. Make it a limited time offer to entice people to buy early.

It may seem counter-intuitive but make sure the bonus isn't just for everyone (or at least don't advertise it that way). Gear it towards people who buy early or upgrade. People find more value in something if they think it's exclusive and they will be one of very few people who can take advantage of it.

**Example:** Your new book is entitled *Become a Work-At-Home Dad*. You could offer that as your main product but then tack on some old titles like *Internet Marketing from Home* and *Remodeling Your Home* as special bonuses for purchasing the upsell.

I did say old title in that previous sentence, but by all means don't forget with PLR products you can certainly rename the product, and a bam what's old is new again!

Alternatively you could offer the extra books as bonuses for the first 100 customers only, or only for the customers that buy within the first three days, or affiliate specific bonuses etc.

Get creative there's all sorts of ways that you can position your bonuses to entice your customers and prospects.

Lastly, you could combine different mediums. Tack on a few e-books to your video/audio course. This gives people a good variety and is very enticing to prospective customers.

The bonus is a powerful tool that can entice customers who might have otherwise been on the fence about buying or upgrading. The beautiful thing about it is that you don't even have to repurpose or change your old products; you're just using them as free bonuses so there's no reason to hide what they are.

If you don't mind rolling up your sleeves and doing a little bit of work you will have better results if you do rename the products, or even create new ecover graphics to attach to them, you know something that no one has ever seen before.

It's amazing how many people spend a huge amount of time on the Internet and many of them have likely already seen the cover graphics attached to your old PLR product. When you take the time to create a new cover graphic it will really create a higher perceived value for your product.

If you're trying to use PLR products as bonuses make sure that your license allows you to do so. Many PLR sellers won't allow their products to be given away for free unless they're modified or a certain amount of time has passed (or sometimes not at all). You can always contact your PLR provider and ask about special circumstances.

A good alternative, if you have a great PLR bonus product but can't give it away for free, is to offer it at a major discount; but we'll talk about that next!

Many times with PLR that cannot be given away for free to create a version of that PLR content will be open to exceptions to this rule when you make big changes to the PLR content, and when you rename the content attaching new graphics to it.

This way anyone else that may be reselling the content would never recognize this as the same material anyway so it will not hurt their resale value if you're giving your new version away, but again be sure you get the permission of the original creator of the content before you do this.

Just ask... you will be surprised how easily some people will change their terms just for you if you show them that you're willing to change the content of the original material a bit, and that by giving away your new version you will not devalue the original material.

## 9. Recover Lost Sales

A great alternative to simply adding free bonuses is to offer discount bonuses on past items. Sometimes it can pay off to make light of the fact that you're offering a previously released product. This works best when combined with a new sale and usually it's a good idea to choose products that work well together (don't mix a cookbook with an internet marketing book etc.)

The tactic here is to offer a special discount on a previously released item when the customer buys a new item or vice versa. You could present the old items as "related" items and give your customers a steep discount (upwards of 50%) on those items when they buy the new one. You could also re-release an old item and give the customer a modest discount on the new item when they buy the original (It wouldn't hurt to release the older items at a lower price point either).

The goal here is to 1) Entice people who may have passed up the old product when it was available because of price and 2) make the new item seem more appealing by combining it with similar products that will supplement it.

**Example:** You're releasing your new video course on how to make money off Craigslist. You could offer an older DVD set about Ebay or Amazon.com for half price for anyone who signs up for this DVD.

The main purpose of this tactic is to avoid breaking PLR agreements; it's only fair that everyone who bought the PLR be able to profit from it and if you offer it for free you're undermining those contracts. The other main reason is simply to make more profit. It's simple math really, convincing someone to buy 1 new product and 2 old products at half price is quite a bit more profitable than just giving those 2 old products away (though you may want to consider how many more sales you'll get and whether or not it's really a better choice).

Again, I cannot stress enough that if you re-title the content and add new set of graphics, then the competition factor goes away 100%.

## 10. Create a Coaching Program

Instead of creating a home-study course or box-set, you can, instead, use your compiled content to create a coaching program. Or you can select a portion of your content (perhaps your expert-level content) and create a more focused coaching program.

There are three main differences between this and the box-set products:

- 1. Consider offering email, telephone or forum support to your members.** Generally speaking, the phrase "Coaching" implies some live, one-on-one coaching. It's a good idea to offer access to live training from time to time.
- 2. Almost always include step-by-step instructions and blueprints.** A Box-set product might literally include a box of products for the customer to review. Conversely, your coaching customers will receive explicit instructions about what to review and in what order.
- 3. You may want to release the material following to a pre-determined schedule.** For example: you may release a new lesson every day for the duration of the course (which may go for several weeks).

Don't worry about losing a lot of time. You can easily create a coaching program that runs nearly on autopilot, particularly if you deliver the lessons by auto-responder. Just don't forget that customers may expect some real-time, personalized coaching.

When creating coaching programs a great addition to your content would be checklists and step-by-step action plans.

People love having step-by-step checklist to help guide them along the way of what ever it is that they are trying to accomplish. You can easily go through your content and create step-by-step checklists that they can print out as many times as they want and check off the boxes as they go.

The more types of items like this that you can add to your coaching program or product will definitely add perceived value to your product and your customer's eyes and also will make your product if you're much more complete and different than anyone else was selling a similar product in your niche.

You can never add too many PDF documents or checklists with your new version of the product that you are creating.

## **11. Create a Membership Empire**

One of the most profitable ways to take advantage of this step is to charge members a monthly fee to access a membership site where they can download all your content.

Everyone knows how profitable and popular these things are. The appeal comes in that they offer passive, monthly profit. Unfortunately the main issue with regular membership sites is that you need to continuously be creating new content and updating your site. You also have to keep it up, pretty much, forever.

**The Answer:** Give your membership site a fixed time period!

Instead of going on indefinitely, members sign up and pay a monthly fee for a pre-determined amount of time, such as three months, six months or one year. You set the duration based on how much content you have. If the website becomes wildly profitable you can always extend the duration and offer promotions.

By doing this you can avoid having to create an entire website with a members area. You can just load the links to new content in your auto-responder and send the content on a fixed schedule (Daily/Weekly/Monthly) to every new customer.

The normal method of making membership sites requires you to constantly update and maintain a member's area. Plus every member is getting the same content every week so you have to stick to your predetermined schedule.

By using the auto-responder you avoid both of these problems AND you don't necessarily have to tear the buy-in website down after a set amount of time. Instead of placing a time limit you can just set a content limit. People will sign up to get a certain amount of free content every week or month until the content is gone.

**For example:** On your sign up page you would write, "Sign up today for our 52-article program and get 4 articles every month."

That way your customers know they're getting a total of 52 articles and you can leave your site up for as long as you want. New members will just start from the beginning of the 52-article cycle. This is great when you have low-bandwidth content like articles and e-books along with inexpensive hosting. You can just leave the site up for years

and make money off of it. (Make sure to do some occasional marketing so your site doesn't go stagnant.)

Another way to keep a membership website going for ever is to use a WordPress blog to manage the members area, and then use a script like WishListMember. This great script can drip feed content to your members, so no matter when they sign up they will always be starting with month one's content, and if you have created two years' worth of content they will be able to stay a member for two years.

This works much better than just delivering all of your past content to new members right when they join and then they only get new content that you add it in the future as their membership progresses. They already have everything which means they are likely not to stay long, however with a script like the one mentioned above they are starting as if the membership site is brand-new.

## **12. Be Authoritative!**

This is great if you have a lot of content: Build an authority site in your niche.

Often times when you're searching for a niche-specific topic you'll find that you keep returning to the exact same website over and over and over again.

Maybe you were looking for video games to buy for birthday presents and gamestop.com came up or you wanted to know about a medical illness and you were constantly redirected to WebMD.com.

Both GameStop and WebMD are considered "authority" sites.

Part of the reason they're authority sites is due to search engine domination; however, they're also labeled as such just because they do, in fact, contain a lot of good information on the topic.

It's highly unlikely that you'll be able to go head-to-head with a major corporation for search terms like "Dating," "Forex," or "Marketing." However, you certainly can create an authority site around one particular topic that appeals to a particular niche.

What you have to do is take all your content and create articles and reports to post online. You may want to consider first optimizing this content for the search engines, which means including your keywords. You should also include your keywords elsewhere on your site, such as:

- In the file names of your pages.
- If you create subdomains
- As part of your page titles.
- In your navigation menu.
- Within the articles and other content.
- Include your keywords elsewhere as needed.

Ranking high in the search engines certainly isn't limited to this sort of on-page optimization though. In fact, on-page optimization is really only a tiny part of getting ranked, especially for competitive keywords. What you need are one-way, incoming links pointing at your sites (use your keywords as the anchor text).

A real authority website tends to get a lot of one-way incoming links naturally. People tend to link to it on forums, blogs, and even on their own sites while discussing the topic. You can, however, start a link campaign to get your own links, by doing things like:

- Exchanging links with webmasters of quality related sites.
- Submitting articles to article directories.
- Creating press releases.
- Submitting your site to other types of directories like e-zine directories and blog directories.
- Creating Squidoo Lenses and HubPages on the same topic.
- Creating related WordPress and Blogger blogs.
- Uploading content to your social networking pages (e.g. Facebook, twitter, Myspace, LinkedIn etc.)

There are plenty of ways to get links. The above list just gets you started, but you can easily get thousands of links that way. If you'd rather not get links yourself, go to [elance.com](http://elance.com) and post a project. It may even be cheaper to try Amazon's Mechanical Turk website.

## **REWRITE** **Make Profit by Changing Things Up**

Recycling content isn't just limited to cutting it up or compiling it (though we'll talk about some more of these sorts of ideas in this section).

You can also reuse your content by repurposing it or even changing the format.

Below you'll find 11 ideas you can use to make money by changing your existing content. Chances are, these 11 ideas will serve as a starting point as you think of dozens of other ways to repurpose your content.

Start brainstorming...

### ***13) Focus Your Content***

One of the most powerful ways you can change your content is by focusing it and creating a niche-specific product.

You can tweak your product so that it will appeal to a particular niche. A general Internet marketing e-book appeals to a broad market. You could capture a larger market share by augmenting the content to appeal to a specific niche. So your general Internet marketing e-book could become:

- Making Money Online for college students
- Internet marketing for business owners
- E-business for working parents
- Online Marketing for CEO's
- Internet-Based Business for Work-At-Home Moms
- Internet Profit Guidebook for Junk Shop Owners
- How to Market Your Chiropractic Business on the Internet

Etc.

As you can see the possibilities are really limitless.

In just this example alone, you could take one e-book and create eight new products. You don't even have to go from general to niche; if you have a niche product you can just change the niche. Replace Work-At-Home Moms with Work-At-Home Dads and boom, you've got a different product and you could probably accomplish it with a search-and-replace function.

There may be some minor editing that will be required to make this work for every product, but trust me the little bit of extra work will definitely be worth the reward!

**This is actually one of the most powerful tips in this entire report!** If you are not re-nicheing your PLR content then you are definitely leaving a lot of money on the table.

Now, there are two ways to target a product. You can use one or both:

- 1. Change it to appeal to a specific type of problem.** A guide to getting rid of back pain could be focused just on lower back pain. Or it could be focused on those pains originating from stress. You could tweak it to have it focus on those suffering from injury-related pains.
- 2. Make it appeal to a particular group of people.** Target the back pain book at a particular group of people, such as senior citizens, office workers or construction workers. Or focus it to people in their 40's, you get the idea.

You can also combine those two methods to make an even more-targeted product.

**Example:** A back pain book gets targeted to become a book about lower-back pain. Then it's further targeted to appeal to one particular target market, such as parents. For example, "Getting Rid of Lower Back Pain for Busy Parents." Or, "The Senior's Guide to Dealing With Lower Back Pain."

Changing the product usually doesn't take that long and the possibilities are really limitless. Obviously try to make them sensible; "Handling stress for 5-year-olds" or "The College Student's Guide to Menopause" probably aren't going to get you very many customers. Pick a market that actually exists (It seems obvious but you'd be surprised).

You can hire a ghostwriter to do it for you if you think the changes would take too much time. Just be sure to change all of the sales material as well so it matches.

## 14) Media Medium Transformation

This kind of goes hand-in-hand with recompiling and, possibly, reducing. People really do tend to have a “greener grass on the other side” mind set and something you introduced in one medium may appeal to a whole different audience just by changing the medium.

All you really have to do is convert the format of your content. For example, you may:

- Make an MP3 Audio Book out of a regular E-book.
- Transcribe an Audio Book into an E-book.
- Create animations of videos for your Audio Book content.
- Create a whole new video from an E-book series.
- Any combination goes. All you have to do is change the medium.

Here’s why this works:

- 1. Accommodate the hearing or visually impaired.** This is great because it might open up your product to people who have disabilities and couldn’t make use of it before. Transcribing an audio helps your customers who are hearing-impaired; making an Audio Book from an E-Book will benefit those who are visually impaired. Creating a video might appeal to those with Adult A.D.D. who have trouble reading large texts but can easily watch moving pictures.
- 2. Appeal to those with different learning styles.** Everyone learns differently. Some people are visual learners, some learn by hearing, some by reading and some need to interact. Different mediums mean you’ll be appealing to people who may not have liked the medium you previously released the content on.
- 3. The perceived value is change and thus the profits can expand.** Perceived value usually follows this pattern, from low to high: Text, Text with Images, Audio, Video, and Interactive. If you go from Text to Video you can reasonably ask for more money because the perceived value is higher. If you’re willing to invest, hire a student game designer and make something interactive. Most want the work for their portfolio and will do it cheap.

## 15) Create a Lead-Generator

Regardless of the exact medium you used for your content, it's usually pretty easy to turn it into a live presentation. The live presentation can be given via a teleseminar, webinar or even as an offline speaking engagement.

Create a free local workshop or be the guest speaker for a local organization.

The trick here is to make people register for your free workshop. The information you provide will be somewhat limited and incomplete, after all there will likely be limited time for you to present your material to your live audience.

Why? Well two reasons really, number one is time.

Number two is at the end of your talk you can encourage people to buy your products and/or join your paid workshop. As an added bonus, since everyone registered, you have their contact information and can follow up with them and upsell your paid products.

## 16) Get Viral!

No I'm not talking about catching the flu. I'm talking about cutting and compiling content to make a new product and repurposing it entirely!

The idea is to create lead-generating viral content instead of creating a regular free product or even a paid product.

Viral content is so named because it spreads like a virus. You might have heard of "Viral Videos" on YouTube. These are seemingly innocuous and simple videos that somehow get millions and millions of views. Viral content tends to be a bit over-the-top and sensationalistic.

Here's the scoop:

- 1. First, create a viral report, e-book, MP3 or video.** Select some of your best, most-engaging content. You might compile a few articles or you might take some of your longer products and slim them down. Either way, the point is to create something extremely engaging.

**2. Augment the content to make it extremely entertaining, useful or controversial (good or bad).** People ignore boring, dry content. What makes content viral is that it's extreme and different. Even very useful content rarely gets passed along unless it reveals a novel approach, a "secret" or anything else "buzzworthy."

If you're having a hard time thinking of ways to make a particular piece of content "buzzworthy" then go for the controversial approach.

You can easily do this by polarizing the topic and making a bold statement that is firmly grounded in one side. Then post your free e-book on your blog, give it to your newsletter readers, have your affiliates give it away and so on. If it's a video, do the same thing (and post it on YouTube, of course).

The trick is to make sure you present two absolutely diametric ideas.

**Example:** Instead of your report saying "Tips On How To Raise Your Children" it should read something like "Bad Parenting Is Destroying Your Child's Future!"

Instead of "Dealing with Work-related Stress" you can title your article "Irritated Workers Go Violently Postal, Is Your Company At Risk?" The point is to make people want to check out the article, accuracy or realism is not the point.

Controversial topics with seemingly insane or radical viewpoints will attract people like nobody's business. The point is to get people talking, possibly arguing, so newcomers will rush to sign up for the article that "everyone's been talking about."

## **17) Do a Paid Presentation**

Here you're going to turn your text/audio/video into a personal presentation again. But this time you should focus on making a very high-quality presentation will full information. Then, instead of providing it free as a lead-generator, you offer it for a price.

You can also do both at once. Offer a "lite" free version of the presentation for leads and a paid presentation for profit.

These work great together because you can get leads from the free version and upsell on the paid version. Ideally you'll see customers moving up in the ranks from free viewer to paid viewer and finally to paying online customer.

## 18 Archive the Live

As with almost any of these principles, the content-to-presentation principle can be reversed for an equally effective approach. Once you have your presentation you can then convert it and consolidate it into a more complex product version like an E-book with audio supplements or a video set.

### **Example:**

Turn your live teleseminar into a downloadable MP3. You can further change the content by transcribing the MP3 to turn it into a text product.

Turn an audio product into a video product by matching the audio with appropriate graphics, charts, slides, etc. This is a great way to turn what might have been a free tele-seminar into a free or paid video product, with great graphics and power points.

Now you've taken a simple telephone call and turned it into a full video training program, just add checklists and step-by-step guides and you'll have a great little product.

You can also record your live workshop and turn it into a DVD set. You can then sell these DVDs individually, or compile them to create a box-set product package.

Remember above when we talked about Kunaki and how you can create DVDs and CDs at [kunaki.com](http://kunaki.com)? They will ship your products for you for one dollar. Where else can you get this kind of perceived value out to your customers for a buck?

You can't, this is a banging idea, that will leave your customers wanting more!

In short, the idea is to take your live presentations, record them, and turn them into new products that you can sell over and over. Use video to really give a high perceived value. This product can be made fast and cheap & your customers will love it, and be asking for more.

## 19) Become an e-Teacher

This one really uses all three principles heavily. Instead of offering instant access to the courses you can reduce them into separate sections, recompile some of them and then rewrite the project in the form of a multi-part e-course.

You then provide this like any other online class: in installments.

**Example:** You could make a 1-2 month course out of a large e-book and deliver it via auto-responder, or with WishListMember in a blog.

You then offer weekly or bi-weekly coaching calls so you can get on the phone personally with your clients and go over what they learned and answer any questions they may have after having gone through the content.

This is a great way to get to know some of your customers personally, and trust me when you get on the phone with them they will want to buy even more from you.

This is how you create customers for life.

This is a beefed up version of the membership site idea and the online coaching idea except it kind of takes the best of both and leaves the rest. Unlike the membership area you'll be able to ask for all of the money upfront. Unlike the coaching idea you really only have to worry about occasional support tickets and you don't have to provide nearly as much live coaching, as you would have to in a normal coaching program.

Remember when I was telling you about perceived value? Remember our order of value: Text, Text/Images, Audio, Video and Interactive. E-courses, depending on how they're made, fit into the "Interactive" category. As such they have extremely higher perceived values than all other mediums. That Internet marketing books that sells for \$25 can be sold as an E-course for \$1000, when you add the personal touches, like checklists and occasional phone calls as I've mentioned here.

## 20) Innovate With A Whole New Format!

I hope you memorized the perceived value scale I spoke to you about previously because that comes into play here as well. We've already discussed the easy methods of converting your content into different formats but another good tactic is to create something entirely unique.

For example:

Turn your Audio book into a physical book with a bonus audio CD

Create a PowerPoint presentation from your e-book, and set it to audio using a product like Camtasia, or alternatively you can pass the PowerPoint out and use it for a live tele-seminar or coaching call so your customers can follow along.

Turn your e-book and videos into an interactive members-only website that presents the information dynamically, think Mark Joyner's Simpleology...

Or make your online streaming videos into physical DVD's and create a companion Pamphlet in the style of an e-book.

Let's review some of the reasons that converting products into physical and different formats is so beneficial:

- **When it comes to perceived value, physical always trumps digital.** People value things that they can physically touch and hold. It plays off of that "exclusive" feeling. Downloads seem cheap and easily copied. Physical copies stand on their own and don't require computer hardware to view.
- **Refund Rates PLUMMIT when you have a physical product.** People are lazy. Call it nature or the future or whatever but most people honestly can't be bothered to repackage and ship back an item unless they were just vehemently unsatisfied.
- **Going from Physical to Digital means instant gratification!** Some people want their product and they want it now. Digital downloads have the advantage of being fast and convenient; that's important to many!

To really take advantage of this tactic you should create hybrid products that utilize both techniques. Throw in the bonuses technique and you're gold. Offer a digital download of the product for the first 100 people to sign up; that gives them their content immediately with the promise of a physical product later. That technique can make sales that people would have avoided because they didn't want to wait for the product.

**Important Tip:** Another thing to consider is when you change of products form from digital physical, and possibly rename it or get a new set of graphics at the same time, you have definitely reduced her competition to zero, as far as anyone else that may be reselling the same PLR content.

## **21) Retired Product Rebirth**

A major part of the rewriting principle is using your existing products as a base for new products. Add to this my method of combining products and you have a powerful new technique. You can take two or three related products and create an entirely brand new product that integrates all of them into each other. This can be a product of the same size or a super-product that you can charge more for.

Again, this super product can be any of the different types of products we talked about above.

Think physical products, coaching products, digital products, products with resell rights, tele-seminars, videos, kunaki disks... I could literally go on all day, and with the right type of quality PR content you could to.

For example:

Take a travel guide book and a work-from-home book and create a book about working on the road for business people.

Cut together videos from a healthy diet video set and an exercising video set to create an ultimate weight loss video set.

Have a collection of focused, home improvement books? Take the most important parts from each and create a complete home improvement guide for the whole house.

C++ Programming and an Animation guide? Sounds like the perfect recipe for a book about making video games!

Those are just a few ideas – mix and match to make your own.

This works great when you have a lot of related products and can't think of a good way to make money off them.

Just make sure that your new, repurposed products are relevant. Combining a book about how to use Windows '95 with a book about Microsoft Office 2010 won't make any sense, and it will hurt your reputation.

Also keep in mind the quality of the PLR content does matter, that kind of PLR content that you want to look for are the types of products that we create in our many different product lines at [JeremyBurns.com](http://JeremyBurns.com)

## **22) Make a Content-Based Web Page**

As you might recall from the section about creating an authority site, we talked about getting one-way, incoming links from places like [Squidoo](#) and [HubPages](#) to help with your search engine rankings. Those links are only helpful if you create a web page full of content.

So why not take your existing content and turn it into a Squidoo Lens or HubPage?

Just make singular pages that you can focus on a certain niche.

**Example:** You can create a Squidoo Lens on how to house train a cat, how to lose weight, how to play the tuba or any other topic you have content for.

What's awesome about these sites is that Google and other search engines often consider them to be "Authority" sites. What that basically adds up to is Google indexing these pages and ranking them fairly well for related keyword searches. You can get ranked well for long-tail keywords fairly easily this way, regardless of your experience with SEO.

Be sure to use your long tail keywords throughout your content, in your page tags and as the name of your lens whenever possible. This should pull quite a bit of search engine traffic and ensure that you get ranked fairly well. Provide good, quality content

and your search engine traffic will click through to your website. Make sure you're linking back to your main websites that are making the money or allowing your traffic to subscribe. The key here is to use your old items as honest, good information, that will get prospects interested in you and wanting to click back to your website to get more information on the same topic.

If you're considering using PLR products, again, make sure that your license permits you to do this sort of thing. Creating a web page with this information is generally okay since you'll basically have to modify the delivery method of the products quite a bit; definitely change the title and try to make the appearance differ from the original product.

If you need more information on creating these kinds of pages check out a few products I created called Squidoo Lens Genius, or Stealing Scribd Traffic. You can Google either of those terms and find one of my resellers, or of course you can check out my main site for details on these products as well.

## **23) Sell the Resell Rights to Your Products**

Tons of people are into resell rights. Some of the products you may have purchased in the past may have likely been created this way! I have been creating PLR products for so long, that it is getting very hard for me to browse the Internet in the marketing niche without coming across a few of my products every single day.

If you have resell rights to good-quality PLR products, why not make use of them, and do the same thing?

There are a few different rights you can offer:

**Basic Resell Rights:** The person holding resell rights can sell the product directly to the customer. They cannot sell the rights to others. The customer can use the product personally but has no other rights.

**Master Resell Rights:** The customer gets personal AND Resell rights. Therefore they can sell it to end users, or they can sell the resell rights to other marketers.

**Private Label Rights:** The license holder of a PLR product gets the source files for the product such as the Microsoft Word document for editing purpose in the case of an e-book. They can sell the product, sell the resell rights and modify the product itself.

There are usually some stipulations but for the most part the content is basically treated as if it was created by the person who bought it, but you have to be careful here for example in the PLR products that I create I never allow my direct purchasers to pass on the source code or the PL rights to anybody else.

PLR editing rights are for my direct customers use only, that way my direct customers always get something special from me that they can't get from anybody else that may be reselling the products I create.

If create your own products from scratch like I do you can sell your products as PLR products (assuming you didn't purchase it as PLR, but that you actually created it). This is a great way to make money on the Internet however it can be expensive, I usually spend many thousands of dollars for each of the products that I create from scratch, I've been going to resell those products to my customers for pennies on the dollar of what it cost me to create them.

That however is beyond the scope of what this guide, is teaching you.

When you do sell rights to your products created with these methods resell rights and master resell rights are where the best investments are made. You do lose control of the product and do not directly profit from it after having sold it to your customers. But if you were smart and made sure to link back to your own website from time to time throughout the product, you will get loads of traffic from it.

The marketers you sell to might be able to target a different locale than you or just have different tactics that reach people you didn't know about. You sacrifice the rights to sell a product but you gain a potentially massive marketing opportunity for your newer products; which will likely be more worthwhile in the long run.

Naturally, resellers don't want products stuffed full of links, as that only devalues the product. But if you put a handful of links in while maintaining the same high-quality content, you can bet plenty of marketers will be happy to purchase the resell rights from you, and plenty of their customers will be glad to buy from your links.

## 24) Revise and Resell!

Let me start off by saying that you really should be retiring products after a set amount of time and not offering them anymore. Why? Because after a while sales will slow down so much that your product is essentially dead anyway. There's no point in keeping your products active on your website if nobody is still downloading them.

By retiring products you open yourself up to a new tactic: Revivals. After your product has been retired for a while, revise the product, update the look and then bring it back at a reduced price and promote the heck out of it!

**Example:** You have a book about getting website traffic by using Facebook. It sold well a year or two ago and then you retired it.

Now we're going to change it up. Hire a project outsourcer or just spend one or two days and add update the information yourself. Add a chapter or two; talk about new websites as they come out or get more popular like Twitter and LinkedIn; just give the book a little refresh.

Now bring back the book on your website as the revised edition and offer it at a slight discount (30% is probably good).

The point of this tactic is just to draw in new customers who might not have been around when you launched the original sale. These people might be extremely interested in the book but have never even heard of it or didn't know you sold it. If your discount is big enough you might even entice people who bought or thought about buying the first version and are interested in the prospect of an updated version or a product at a better price.

This can be tied into your bonus and recombining tactics as well. A revised edition of an older product makes a much better bonus than a regular one. And this is a great way to get tons of new use of a product that may have sold well previously but may not be selling as well now.

## 25. Lead a Double Life

You've seen those fictional characters in movies, business men and women who lead secret lives and have separate families in far off places. I don't recommend you do that in your personal life but as far as Internet marketing goes, it could be a good idea to work from.

Website hosting, bandwidth and domain names are cheaper than ever these days. If you have a digital product, it could be extremely profitable to have two completely different websites that don't connect with each other. The main purpose for this is target markets.

It's likely that you have products that appeal to a variety of people from all different age ranges and personal backgrounds. Unfortunately, if you only have one website you can only really design it for one particular group.

Teenagers and "twenty-somethings" have different tastes than parents and people over 30 in general. Wealthy people have different priorities than middle-class people and so on. A cool, interactive website design that will draw in young customers may confuse and aggravate older customers.

One way you can resell old products is to simply change the graphics and or product name to target different groups and host them on a different website that is aimed at an entirely different user base.

**Example:** You have a book about reducing stress and learning how to relax. This could be for anyone who can read; people of all ages and backgrounds have stress.

You can make one website that's very modern in appearance and will cater to the younger market; these people like interactive websites with modern designs that look professional and sleek. Let's call this product, "Reducing Stress At College"

You can have another website that's very simple and easy to understand. Have it use primarily text links with very fewer images. This website caters to mature audiences who don't want to waste time with flashy graphics as well as people with slow internet connections. Let's call this product, "Reducing Stress In Your Home Office"

Get the idea? Of course these are only examples, but put your thinking cap on and you can come up with 10 separate websites, targeting 10 separate groups of people for each product you create!

Using this tactic you can potentially squeeze quite a few more sales out of your products. It's essentially like having double the products; profit wise you can expect little to moderate increases (you're probably not going to double your profits just by having two sites but websites are so cheap that you will probably make some extra coin with minimal effort).

Plus this gives you a good excuse to stop yourself from selling a bunch of different products that you have little interest in, and instead just re-niche the same product that you do have interest in, and cover every possible angle in the marketplace.

## **Reduce, Recompile & Rewrite A Recipe for Success**

And that's that; 25 ways to **reduce, recompile and rewrite both your brand new PLR content** and also your tired, old content and turn it into pure gold!

You can call it Internet Marketing Alchemy, Jeremy Burns style!

You don't even have to use every single one of these tactics, if you follow just one of these tips you won't regret it. Most of them stand on their own and may be all that you need. If you can actually manage all 25 then you're really ahead of the game!

Don't think that this little guide is the limit though! These ideas have been amassed with years of experience and every day I'm thinking up new and interesting tactics. Take these hints and suggestions and expand upon them; make up your own tactics and techniques for reselling.

The only thing that can stand in your way is your own willingness to put these suggestions to the test, or lack thereof.

**The tips in this book can change the way you do Internet marketing altogether. They're powerful and proven techniques but they mean absolutely nothing unless you actually implement them into your marketing scheme.**

So don't wait. There's nothing to mull over; you already have the content and the supplies. Pick your favorite tactic or just pick one and random and see if you can

implement it today. Be shocked and amazed at how simple it is to turn your retired products into spending money once again!

## **IMPORTANT: Here's how you can get started making CASH today!**

I just finished creating one of the best packages of Internet marketing PLR packages ever created.

It's called my Source Code Gold Mine v12 package, I finished it just a few days ago (SCGM v12 for short)

**Right now for a limited time SCGMv12 is available to a limited number of resellers, get your copy and start your instant profit machine today!!**

Check it out right now and tear up my content as I just taught you today, and see how many ways you can re-use it, then let me know what you did with it, I love to hear success stories!

**Please Go Now To [www.SourceCodeGoldMine.com](http://www.SourceCodeGoldMine.com) and check out, the best PLR products on the planet.**

