the 7

DEADLY SINS
OF PLR CONTENT

(And How To Avoid Them)

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7 deadly sins

THE SEVEN DEADLY SINS OF PLR CONTENT
(AND HOW TO AVOID THEM)

A SPECIAL REPORT

INTRODUCTION

Private label rights content is one of the most versatile items in smart Internet marketer's toolbox. PLR material has nearly universal application and is capable of aiding virtually any Internet marketing project.

However, PLR content is a tool. It isn't an automatic means of income generation. In order to make PLR work for you, it's essential to know how to use the tool the right way.

Although most marketers have a basic understanding of how PLR content works and some of the ways they can use it, they often make mistakes in applying their understanding to the material.

There are seven common blunders that can have devastating impacts on the profitability of private label rights content use.

This report will cover those "seven deadly sins", explaining the common mistakes and providing you with information you can use to avoid them in your own business.

PLR content is great stuff. If it's used correctly. When you handle it poorly, however, it tends to do little more than waste time and produce disappointment. Let's take a look at the wrong ways to work with private label rights—and the better alternatives to those common failures.

If you can avoid these common errors, you'll be well on your way to getting the best possible return from your private label rights investments.

SEVEN COMMON PLR BLUNDERS AND HOW TO AVOID THEM

FAILING TO USE YOUR PLR CONTENT

One mistake looms larger than all others. It's the most basic mistake, yet it's also the most common.

Every day, countless individuals make an investment in PLR content. Marketers of all skill levels and experience encounter great PLR offers and open their wallets in order to acquire these potentially powerful resources.

Every day, a significant percentage of those who've purchased private label rights material will let the files sit on their hard drive, undisturbed. Sometimes, they remain in .zip archives, never examined and never disturbed.

In many cases, the buyers don't even get that far. They fail to even, download the content in the first place.

The failure to take action is the number one PLR mistake and it's seemingly an epidemic. No one can really trace statistics on PLR usage, by product buyers, but many argue (based on personal experience) that only a small minority of purchasers every bother to "break the seal" on their content.

What causes this failure? Here are a few common causes.

First, some people buy the material without first having a good idea of how they'll actually use it.

They get caught up in the excitement surrounding private label rights content without first gaining a solid understanding of how leverage it, to their advantage.

Second, much of the disuse stems from the Internet marketing equivalent of the dinner time phenomena known as having eyes that are bigger than one's stomach.

People will often pile their plate with food, assuming that they are so hungry that they'll be able to eat it all and then go back for seconds, but they then discover, that they're full after just a few bites.

This happens in the IM world, too. Instead of stomach capacity, however, the issue is time. Most marketers have more good ideas than they have time to implement them. They'll jump to start a new project only to find themselves unable to follow through with their best intentions.

Third, there are those folks who spend their days dreaming of online success who aren't actually capable of following through with anything.

They're the serial buyers who dabble in everything, but never master any one thing. This sub-group undoubtedly accounts for part of the unused PLR content out there!

Fourth, there are those who fail to do their homework until they've made a purchase. They mistakenly perceive PLR content as an automatic cure-all.

When they later discover that its successful use requires a modicum of effort, they stop dead in their tracks.

This is obviously a mistake—buying something you never use—but it's incredibly common. (Look at some of the tools in your garage)

Here's how to avoid becoming one of those guys or gals with PLR content gathering digital dust and megabyte mold on your unused files.

First, develop a plan. Before you plunk down a dollar for PLR content, have an idea of what you're going to do and how you're going to do it. Then, go an extra step.

Figure out when you're going to do it! That's right, plan your time. Set aside the hours necessary to see your project through to fruition. There's no use in purchasing the content if you don't have a plan for its use.

Second, look before you leap. Find out what's going to be involved in the implementation of your plan. Not only will this help you in terms of time management, it will also allow you to follow through with your approach in a coherent fashion.

You need to know what PLR content is all about and how it really works before you buy any of it.

Third, practice restraint based on your productivity.

If you're continuing to stockpile PLR content that you're not getting around to using, slam on the brakes. There's no reason to create a lasting inventory of PLR content when you obviously are never approaching a point at which you will use it. If you notice that your "to do" pile is getting a lot bigger that your "what I can do" pile, you need to make adjustments.

You only have so much time to spend on your business. That means you only have so much time to spend with PLR content. You need to manage that time wisely.

INADEQUATE EDITING

Here's the ugly fact that no one in the PLR industry really likes to talk about. You might not want to use the stuff "right out of the box". PLR is not an effortless solution to everyone's content needs.

You'll want to dig in and rewrite the material if you hope to use it for some of the desired applications.

If you want to experience real results with PLR content by using it as web content, blog posts, or article marketing, you'll want to do rewrites.

If you just toss it onto the web, "as is", you won't get much out of it, if anything.

You can count on three things in this world: Death, taxes, and that fact that Google isn't going to reward you with a massive traffic tsunami because you know how to cut and past PLR content.

There are uses for private label rights materials that don't involve making Google love you. This would include using your content for autoresponder series, creating ebooks or reports to sell, etc. Basically, any function that occurs after the search engines have done their job is a great place for good raw PLR.

Interaction between you and your customer/prospect with text, does not need to be unique.

It does, however, need to be edited.

Here's why.

First, the quality of PLR content varies. In order to decrease costs on PLR offerings, vendors often go after the least expensive writers they can find. As a result, you'll find some miserable text in most PLR bundles.

That may sound harsh, but it's true. Some of the stuff just isn't very good. And you don't want to rely upon that substandard material to grow your business.

Second, even good material may require some editing. If you're trying to assemble an ebook from a collection of PLR articles, for instance, even an assortment of tremendous articles will need a little help. That's because you'll naturally find redundancies between articles.

Additionally, the structure of those articles will make your ebook read and feel like a disjointed series of articles (which is what it would be).

Take the time to do things the right way. Prepare yourself to rewrite parts of your PLR content and never assume that any part of a PLR package will really be "plug and play".

BUYING LOW QUALITY PLR CONTENT

The Internet marketing world is full of bargain hunters. That's truer for entry-level participants, than experienced veterans, but it does exist on virtually every level.

The marketers who are pushing PLR products understand that, too. And they're taking advantage of it, just as they should. They realize that giving you 100 articles instead of 20 will get your attention faster than offering the best available material. Quantity trumps quality for many people.

Providing content in bulk at low prices, often involves a compromise in terms of quality on the production end. So you may end up with PLR content that needs A LOT of work.

In some cases, the low quality has very little to do with any effort to provide massive quantity. Sometimes, it's nothing more than dealing with a lousy PLR provider. As there are in all fields, the PLR world has their share of lame providers.

We just got done discussing the need to edit and rewrite PLR content. You might be wondering why the initial quality really matters, considering the need to edit most PLR materials. The answer comes down to two considerations.

First, it's much more difficult to understand process and rewrite lousy content than it is to work with good stuff. It's a lot easier to rewrite things that started out making sense in the first place.

Second, those situations which don't need rewrites need good PLR to start with. You can't create a product or a hot autoresponder series if you're holding unintelligible trash.

So, how do you avoid the low-quality bugaboo? Here are a few ideas.

First, read samples. Check them carefully. Review them for the basics like spelling and grammar. Also see if they're really providing actionable information or if they're just space-holding gibberish.

Second, ask for opinions. It's a good idea to read online reviews, but you must understand that there's a buddy system in place (not to mention affiliate programs) that could influence those reviews a great deal.

Instead of relying on those "wow, this is the best thing ever" reviews, (when you can) ask people you know and trust who have been involved with the supplier you are considering.

Third, don't get stars in your eyes when you see someone offering a huge mega-pack of PLR content or a lower-than-dirt price. Size isn't everything and it invariably brings with it some quality trade offs. A slashed price tag never bodes all well for quality, either.

You might be able to secure some truly awesome bargains from time to time, but don't let your desire to get more for less rule your PLR decisions. Exercise due diligence and don't compromise the profitability of your plan in order to save a few bucks.

FAILING TO LEVERAGE YOUR PLR CONTENT

The most amazing part of PLR content is the way it can do so many things. It's the Swiss army knife of Internet marketing. You can use it to do just about anything. After all, content makes the worldwide web go 'round and PLR material gives you access to source content at exceptionally cheap rates.

For some reason, though, many marketers make the horrible goof of failing to use anything but a single blade on their Swiss army knife. They buy PLR content and use it to load blogs with fresh posts. Or they purchase a package and utilize it solely for article marketing.

They fail to see the other possibilities, ignoring the fact that they could get more mileage out of the content with very little effort.

This is one of those "missed opportunity" mistakes. It doesn't necessarily produce any damage, but it keeps you from experiencing greater benefits. Fortunately, you can deftly walk right by this pitfall.

All you need is a little planning. When you're devising your PLR scheme, take the time to consider all of the different ways you should be using the content. Don't just reach for the obvious answer. Look for ways to maximize its utility across a variety of fronts.

If you're not sufficiently familiar with PLR to figure out the best and many uses of PLR content in your situation, get your hands on some good educational materials that will break it all down for you. You can't afford not to know how to get the most out of your PLR.

Pull out every blade and attachment on your Swiss army knife. Inspect them all. Determine how you can use everything from the bottle opener to the tiny saw, to the big blade to the tiny plastic toothpick thing. Know the product's capabilities before you start plotting your course.

GOING AFTER THE WRONG NICHE

Hey, it great. You can get a PLR ebook, a report, autoresponders, and articles and just about everything else you can imagine for one great low price. It's like buying a little business in a box with a big red bow on top!

The problem? You know absolutely nothing about the topic area. The even bigger problem? The reason you know nothing about it is because it doesn't interest you one iota.

It is possible to make money in niches you don't understand and don't care about. People do it every day. However, they tend to make a "*heckuva*" lot more when their dealing with things they "get". It's even better if they're working with something they like or love. (It tends to be motivating.)

Here's another example of how people can fall for the wrong niche, when it comes to PLR content.

You see a PLR vendor offering a good product that has all of the right components. You're not necessarily involved in the niche right now, but it's something that resonates with you.

Unfortunately, after you make the purchase you discover that the subject

area just is not wildly popular. You may have gone after the wrong niche!

There's just no use trying to squeeze blood from some turnips.

So, how do you find a good niche?

You do that with research. That's right, research. You can't always assume by the fact that someone has put together a PLR packaged on a subject, that it is an indication that the subject has a tremendous profit potential.

Before you hit the "buy now" button, spend a little time doing some marketing research. Do some keyword research. Do a bit of Googling to see what a target audience thinks about all this and find out what the competition will looks like.

Do you really want to spend the time and effort necessary to put all of that PLR content to use if it doesn't give you at least a shot at building a successful foundation within a well-trafficked niche? Of course not. Do your homework first.

NEGLECTING THE LICENSE

You know the joke about assumptions. They make a you-know-what out of "u" and "me", right? Well, that old grade school laugh-inducer couldn't be truer when applied to the world of private label rights content.

Let's talk about Swiss army knives again for a moment.

They're not all the same. There's a small version that just has a few different blades. There are standard ones that have many of the extras. There are a few big ones that have everything from a built-in pair of scissors to a 42" color television. Okay, maybe they don't have a TV. But they do have awls and nail files.

In any case, not all Swiss army knives have the same set of options. So it is with PLR content. Not all PLR packages come with the same rights attached. While some packages may limit your use of the materials, others will let you do just about anything you can dream up with them.

When you don't understand the terms, you run three different risks.

First, you might miss out on some great opportunities you didn't know you had. You may be entitled to take a few extra bites of the apple. You might even be allowed to sell the apple. It pays to know.

Second, you might accidentally step over the line with respect to usage. It's not cool to act outside of the license. Is there a huge risk of getting caught? Not necessarily (although it does happen and it's rarely fun when it does).

However, it is unfair and it represents a violation of an agreement you made. For those of us who take such tings seriously, that's meaningful regardless of whether you get busted.

Third, you might wrongly assess the value of a PLR package.

Example: Had you known, that everyone who bought package "A" received full resell rights, you might have been a little less excited about it, (due to you wanting something, with a more exclusive or limited distribution agreement.)

You may not have noticed the fact that the vendor is already letting people peddle the whole thing on eBay, which will probably have an immediately negative impact on its value. There are many different possibilities.

The solution to this one is nose-on-your-face obvious.

First, understand the different kinds of rights and learn how to read a PLR license so you know with certainty what can and cannot be done with the content.

While PLR licenses can sound a little like gibberish to a newbie, everyone can get a grip on them with a little research.

Second, always take time to read the entire license for each purchase and file it in your computer according to it's license. This will take you no more than thirty seconds, yet it will help you to duck all of three of the common goofs associated with neglecting the terms and conditions of your PLR purchase.

KEYWORDS? WHAT KEYWORDS?

Something weird happens in the world of private label rights. For some reason, people tend to suddenly forget some of the most important basics of Internet marketing. The last of our "seven deadly sins" is a perfect example of this bizarre phenomenon in action.

We all know that proper keyword use is critical to successful search engine optimization. It's one of the first concepts with which Internet marketers grapple.

It remains in the forefront of their mind every time they pursue organic search traffic.

The quest for keyword discovery and assessment has led to literally hundreds of guides, strategies, tip sheets and software programs. The IM world is justifiably obsessed with uncovering the keywords that will generate substantial traffic. It's a top priority for everyone who hopes to see search traffic.

Yet for some unknown reason, many marketers lose control of their faculties when dealing with private label rights content.

They go through the process of editing and revising the content that they'll be using on web sites, blogs and in article marketing efforts to insure originality (at least those who are using PLR content the "*right way*" does this).

They tweak the content to maximize its value to the end user and to improve its readability.

And then they neglect to optimize the content for their keywords!

When vendors create private label rights content, they often churn out those articles without any consideration of specific keywords. They're far more interested in covering the topic area than they are in isolating specific keywords. After all, they may have no idea whatsoever about the keywords individual clients may be targeting.

So, when marketers fail to optimize their content for specific keywords, they're basically conducting an SEO Jello toss. They're throwing that content out there and hoping that some of it sticks to Google. Sometimes it might. More often than not, it doesn't.

The fix? Take out that solid gold list of keywords you've devised for the project and put them to use. Get the keywords into the title and edit the articles in a way that insures they pop up within the text at appropriate intervals.

When you write or commission custom content, you undoubtedly take keyword use and density into account. You shouldn't treat PLR content any differently. Appropriate keyword use is your ticket to better search engine performance.

Don't forget about that core principle of Internet marketing just because you're dealing with private label rights materials.

CONCLUSION

Private label rights content is a powerful asset. If you use it correctly, it can dramatically improve the performance of virtually any Internet marketing project.

Unfortunately, countless buyers of PLR content fail to use it at all, and those who do… *often make serious mistakes in the process.*

If you want to get the real benefit from PLR materials, you need to learn how to use it the *"right way"* and how to *"correctly"* integrate them into your business model.

Avoiding the "seven deadly sins" of PLR content is a great way to start. If you can avoid these common blunders, you'll be well on your way to making PLR a valuable part of your business.