PLR
PROFIT POINTS

PLR PROFIT POINTS: USING PRIVATE LABEL RIGHTS CONTENT TO YOUR MAXIMUM ADVANTAGE

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Introduction

"Private label rights (PLR) content is a key component to many online businesses and has become a highly visible part of the Internet marketing landscape."

This ebook will explain PLR content and the terms and conditions governing its use. It will also map out several ways that you can use PLR materials to improve your online business.

We'll look at the different ways of obtaining PLR content and how you should modify it for maximum effectiveness.

We'll even look at how those with an aptitude for writing may be able to generate an income as a supplier of PLR to other marketers.

This is all going to be done within a certain context, however. While some people like to trumpet PLR as the "lazy man's" way to riches, we won't take that angle. As anyone with successful experience with PLR can tell you, it takes more than a large file filled with inexpensive PLR articles to become wealthy.

Private label rights provide an efficient and workable means of generating a substantial online income.

They are not, however, an automatic path to wealth. **In order for you to obtain maximum advantage for PLR content, you will need to understand how to put it to use properly.** That does involve more than simply owning the material.

That's why this ebook will attempt to provide the kind of actionable information you can use to leverage PLR offerings to your advantage.

Instead of making giant promises and painting a picture of instant riches in an effort to sell you more PLR content, we'll be spending our time constructing a no-nonsense outline of how things really work.

WHAT ARE PRIVATE LABEL RIGHTS

If you're reading this book, you probably have at least some passing familiarity with private label rights. However, there is a lot of misinformation out there about PLR. That's why it makes sense to start our discussion by hammering out a working definition of what PLR materials really are.

To provide some context, it's worth noting that private label rights are not exclusively an "Internet marketing thing". In fact, their existence and use predates the Internet. People have been using PLR for years in other industries.

A manufacturer will produce a product. Purchasers of the product are then free to resell it under their own "label". When John F. Kennedy High School sells bottles of "JFKHS Barbecue Sauce" with a label featuring the school mascot, it's not because the kids in the home economics classroom have been working overtime.

It's because they've purchased a sauce from a vendor who allows product re-labeling. JFKHS takes credit for the sauce and has the rights to sell it. They didn't really create it, though.

PLR isn't just a school fund raising option. It's used with a wide variety of products in virtually every market sector. It's long been a way for someone to get "their own" product without spending the time and energy usually associated with the process.

In the world of Internet marketing, the PLR business works in much the same way. A supplier offers content to others. That content comes with full rights to claim the material as your own if you should buy it.

You also have the right to edit the material, rewrite it, or to do just about anything else with it (other than sell the PLR rights to someone else, usually).

John F. Kennedy High School doesn't need to invent a new barbecue sauce.

You don't need to write new articles or a new ebook. In both cases, you buy a "finished" product and are free to slap your own name on it, as if you did all the work yourself.

There's more flexibility with PLR content that with most brick and mortar PLR offerings, though. You can claim authorship and use the material however you'd like, but you also get the added flexibility of being able to rewrite and edit the content as you see fit.

PLR content includes written materials, graphics, software and just about any other "created information technology" you can imagine.

Our ebook will focus on the most common form of PLR content— written materials. This includes ebooks, articles, reports, and other text-based content.

In one sense, **you're buying a finished product that you can use or sell as your own**.

In another sense, you're acquiring raw materials you can use to assemble new products. Either way, it's an **efficient way to get a head start on a variety of projects.**

It's not just efficient because you're getting something that's ready-made to fit your needs.

It's efficient because **you're getting it at a fraction of the price** you'd pay for custom-made content.

Because the PLR vendor can sell the same material to multiple parties, you can usually acquire it for **pennies on the dollar** relative to unique content.

UNDERSTANDING PLR TERMS AND CONDITIONS

There are fairly established ideas of what it means to own private label rights content and what you're allowed to do with it once you've made your purchase. However, there are some variances, based on the individual vendor involved and the terms of the transaction.

Additionally, many marketers become confused about private label rights and other rights—and they way they interrelate.

Let's sort things out—beginning with a look at the three most common variations of private label rights.

PLR TYPES

First, there are non-transferable private label rights. If you're buying content with this rights "package" you can not resell or give away the rights to the content to anyone else. That means you can use the material, but you can't sell the rights for re-use or re-sale to your clients or customers.

This is a popular way of approaching PLR because it prevents market over-saturation. It allows the vendor to control the distribution of the content. This is good for the vendor in a competitive sense—it prevents him or her from having to deal with direct competition for the sale of the material.

It's also potentially beneficial for the buyer, who may appreciate the fact that the same content won't fall into the hands of countless other marketers.

Second, there are PLR packages that come with master rights. In these cases, the purchaser can use and sell the material and products generated from it and they have the additional option to sell the rights to others.

Obviously, this works against the advantages noted in our earlier discussion of non-transferable private label rights. However, there is an upside to this arrangement. It increases the potential value of the content to the buyer. That increased value may make it easier for the vendor to find customers, as well.

Third, you'll also encounter "no restriction PLR". This is shorthand for "anything goes". While there isn't necessarily much of a difference between this option and PLR sold with master rights intact, there can be some fine-print distinctions.

That's because almost every PLR package will come with a list of what the purchaser can and cannot do with the material. Although there's no hard and fast rules about this, there is a popularly-accepted checklist that's become an industry standard.

This checklist, referred to as "the license", and usually covers a variety different uses and indicates which are permissible and which are restricted.

THE PLR LICENSE

Here's an example of how a standard license might look:

Private Label License Includes:
This license must follow this product.

[YES] Can Put Your Name As The Author

[YES] Can Be Edited

[YES] Can Be Broken Down Into Articles

[YES] Can Be Used As Web or e-zine content

[YES] Can be added into a paid membership sites.

[YES] Can Edit the sales letter and graphics.

[NO] Can Convey and sell Master Resale Rights.

[NO] Can Sell Private Label Rights

[NO] Can be offered as a bonus.

[NO] Can be given away for free (any format).

[NO] Can be offered through on any auction sites.

This standard PLR license and its format were created by noted Internet marketer John Delavera. He introduced this structure to members of the Warriors Forum (a popular Internet marketing forum) and it quickly became the norm among Internet marketers everywhere.

Please note that this is only an example.

Different vendors may isolate different permissions and restrictions. That being said, the example above should give you an idea of what you might or might not be able to do with products purchased with a PLR license attached.

Generally speaking, almost all PLR offers will allow you to claim authorship and to edit the material.

It will also usually come with the permission to break the content down into pieces, to use it as you deem fit for web or ezine content.

In most cases, as in our example, the restrictions often involve reselling the rights themselves. These are often limited in at least some, if not all, respects.

PLR AND RESELL RIGHTS

So, while some PLR purchases may come with resell rights intact, you can not confuse the two concepts.

Resell rights are often available with non-PLR content. In those cases, however, you're usually strictly prohibited by the license from editing or changing the content in any way.

That's usually because the author of the product that comes with resell rights has a vested interest in the distribution of his or her material. There may be embedded affiliate links, a sales pitch for one of his or her products or some other financial motivation at play.

You may also be acquainted with master resell rights.

When someone offers master resell rights to a product, he or she is giving the buyer permission not only to sell the product but to sell the rights to the product, as well.

When resell rights are part of a PLR purchase, those usual advantages to the original author/vendor disappear because the buyer is allowed to edit the material to their liking.

That's one reason why private label rights content usually doesn't come with a license permitting resell.

Some PLR offers will come with resell rights. However, private label rights and resell rights are two distinct concepts.

PRIVATE LABEL RIGHTS: FACT VS. FICTION

In the introduction to this ebook, we discussed our intention of providing you with an honest perspective on the value and use of PLR materials.

In order to do that, we should discuss the way some have inaccurately characterized PLR offerings.

Let's start that discussion with a little brutal honesty. The Internet marketing industry has a tendency to sort all tools and strategies into two piles. Each of those piles is on an opposite end of a spectrum.

Things are either HOT or COLD. Every product, service, idea or strategy is either an "instant source of fabulous riches" or "a completely dead idea that won't make you one red cent". It's an either/or world out there.

Usually, the people who are telling you that a concept is the greatest thing since sliced bread are marketing that product. That's not a big surprise. Nor is it shocking that those who'll claim that an approach is dead are usually simultaneously marketing a competing product.

That tendency to divide things into heaps of excellence and uselessness isn't inherently evil. It's a natural outgrowth of a competitive marketplace. However, it can be problematic when the rhetoric associated with either perspective crosses the line that separates excitement and belief in potential from pure manipulation and misleading statements.

That's why we want to offer the rest of this information in an accurate way. That means we won't be claiming that PLR can make you an overnight billionaire. It's also why we won't accept the bogus criticisms of PLR, either.

Overall, private label rights content offers a great deal of potential to Internet marketers who are ready to use it in the right way. It's a good way to shorten the content development curve in many cases and it does have a number of potential uses that make it a worthwhile investment for those who are ready to correctly integrate it into their overall strategies.

It is not an "easy button", though. Using PLR correctly does require strong core Internet marketing skills and a willingness to put forth some effort.

PLR is a tool. A hammer won't frame a new house unless there's a hand holding it and using it properly.

It's easier to raise funds by slapping your school's label on a bottle of barbecue sauce, than it is to perfect your own recipe, set up a factory, get government approval, and start bottling your own stuff. However, the cheerleaders aren't going to get their new uniforms and the chess team won't have the dough to go to that tournament in Moscow unless someone gets out there with the sauce and starts selling it.

It's the same way with online PLR content. Having the stuff is great, but it doesn't do much for your bottom line unless you're ready to use it.

Keep that in mind at all times as you read the rest of this guide.

USES FOR PLR CONTENT

If you ask fans of private label rights content why they feel so positively about it, the number one answer may very well be "flexibility". One of the reasons why PLR materials can be helpful to a marketer is because they can do so many things.

That's really what separates PLR content from other marketing tools. While other investments usually fill one or two roles, PLR content has many potential uses—and each of those uses can be approached in several different ways.

We're not going to provide an exhaustive list of the different ways you can use PLR. Why not? Because it would be impossible. Every potential use has a nearly infinite number of permutations and possibilities.

If you do a little research, you'll find lists that claim to offer over 100 different ways to use PLR content! Those lists are, strictly speaking, entirely accurate. However, most of the ways listed fall under smaller number of core categories.

That's what we'll be examining.

We'll isolate several general usage areas and will discuss each of them in sufficient detail to give you some idea of how you can press PLR content into successful service.

While you're reading about these various uses for PLR material, allow your imagination to work to your advantage. Flexibility really is one of the best reasons to fall in love with PLR content and a creative

marketer can find a number of smart uses that will fit nicely with his or her preferred overall marketing methods.

Keep an open mind and consider how variations of each of these strategies might be able to improve your efficiency and add to your bottom line.

PRIVATE LABEL RIGHTS WEB CONTENT

You can use PLR materials as content for your website. Although some marketing models provide an opportunity for success with "skinny" sites, there are distinct advantages to having a content-rich piece of virtual real estate in your portfolio and PLR buys can help you to fill out a site more quickly than you could every hope to manage "from scratch".

The advantages of adding more content to your site are numerous.

First, we all know that the search engines have an unquenchable thirst for new content. If you keep adding material, they'll keep coming back to index it. And they'll reward all of that information with higher PageRank and better performance within search results.

If your business is going to rely on organic search traffic, you want as much content as you can possibly put your hands upon. This is where PLR can really shine.

Second, more content on your site means longer visits from surfers. That gives you a greater chance of capturing their interest in your products or services. If you're an affiliate, it may increase the likelihood of getting a visitor to click on your affiliate link. If you're monetizing the site with Adsense or some other contextual advertising

program, you're going to get more chances to serve up ads that may elicit a paying click.

Third, there is a perceptual value to having a content rich website. Visitors are more likely to put their faith and trust in a site (and an individual) who offers them a great deal of information and perspective. The more material your site has, the greater your perceived authority is. That sense of trustworthiness inevitably improves sales.

Fourth, the content itself is only part of the reason why a thick site does well with the search engines. As we know, backlinks are a key component of search engine placement. The more content you have, on your website; the more chances you have, for someone to find something valuable, to link to. You'll become a bigger link magnet when you have more content on your site.

Let's say you wanted to add fifty pages of new content to your website.

You could write the material yourself, of course. However, click-clacking away at the keyboard for hours and hours may not be something in which you are really interested in.

Some of us just don't enjoy writing that much! Others may not have the skills to produce quality content in an efficient manner. Many marketers will rightly recognize that their time could be better spent dealing with other parts of the business, too.

You could secure those fifty pages of new content by contracting with a ghostwriter or freelance content specialist. This would allow you to secure plenty of brand spanking new content and it would undoubtedly have the desired effect.

However, you would need to be ready, willing and able to pay for all of that custom content. The cost associated with that, quite frankly, may be out of reach for many marketers. Not everyone is able to invest hundreds, if not thousands of dollars on new content. Even those who can afford it may not want to invest money that way.

PLR content provides a way out. You can secure the material at a fraction of the cost associated with custom writing. If you're willing to put forth enough effort to transform the PLR material into something "unique", you can get those fifty pages for pennies on the dollar relative to alternative procurement methods.

Please note that this examination of PLR's role as web content is largely contingent upon finding and using credible, quality content. While "any old content" may do with respect to convincing the search engines robots that you have something to offer, most of the other potential benefits assume quality content.

We'll discuss the best ways to obtain high-caliber PLR content later in the guide.

There are also some significant issues in terms of editing the content. In order for your content to produce desired results, it needs to be sufficiently unique in the eyes of the search engines to warrant attention. It's also a good idea to optimize the articles for keywords

you may be targeting. We'll discuss the best approaches to editing PLR content for these purposes later in the text.

PLR EBOOKS

You can use PLR ebooks as a moneymaker, too. If you've been involved in Internet marketing for any length of time, you already know that the sale of digital products is potentially quite lucrative and that the sector continues to grow.

There are many marketers who make a good living selling information products.

They're making money in a variety of different niches. If that's an area in which you're involved, or in which you'd like to get involved, you should consider the potential of using private label rights content to create ebooks you can successfully market.

There are a few different ways to go about creating an ebook from PLR material.

Some PLR vendors actually supply complete ebooks as part of their product line. This is the ultimate shortcut. For a small fraction of what it would cost you to create your own product, you can have a complete, ready-to-sell ebook in your possession instantly.

If you're planning on selling one of these PLR ebooks, there are a few things you should do to improve your odds of success.

First, edit the title of the ebook and claim authorship. Remember, you have the right to edit the material as you see fit. You should see fit to make it stand out in the marketplace by giving it your own title and by labeling it as your own.

Too often, sloppy marketers try to make money with PLR content by selling PLR ebooks "as is". They don't adjust the title at all. Not surprisingly, their version of the ebook becomes lost in the crowd of other sloppy marketers who didn't take the time to come up with a new title! Don't get drowned out in the noise. Re-title the ebook.

Second, if the ebook came with cover and other graphics, you should either edit them or use alternative materials. If you don't, you risk becoming just another variation on the same theme in the marketplace.

You won't stand out at all and customers who've been searching for information may feel more than a little uncomfortable about all of the remarkably similar products floating around with different author names. Go for a unique look. Make the ebook yours.

Third, if the ebook came with a sales page, you'll need to edit that significantly and/or create a new one. The same logic underlying our discussion of supplied graphics applies here, as well. The idea of buying PLR content is that you can claim it as your own product. You should treat it accordingly.

There's another way to use PLR content to create sell-able ebooks—even if you aren't getting them in one piece from a vendor. You can actually assemble a variety of PLR articles into a new ebook of your own.

This strategy is advocated by just about everyone who's selling PLR content. They'll all tell you just how easy it is to transform a stack of PLR articles into a winning ebook.

Here's what they won't tell you about that strategy:

An ebook is more than a collection of disparate articles. They tend to have larger themes, a certain logical arrangement, similarity in voice and a certain narrative flow. You can't get those things by cutting and pasting a series of PLR articles into one big file.

That's not a reason not to use PLR articles to create an ebook. It is a reason to go about the process in the right way. That entails a few things.

First, you'll need to create an outline for your ebook and integrate the various PLR articles with it. You may very well find out that you have some "gaps". You can fill those by writing your own material or by hiring a professional writer to do the job. However, it's important to have all the pieces in place. Resist the urge to create an incomplete mess just for the sake of convenience.

Second, you'll need to carefully edit the material. Editing and adjusting is an inevitable part of dealing with PLR content, as we'll discuss later. When it comes to managing the process while creating an ebook, the bar is set slightly higher than usual.

You don't just need to worry about grammar and spelling. You need to make sure that your new ebook flows. That's going to require you to visit every individual article, paying close attention to introductions and conclusions. If you don't edit these in an appropriate manner, the last paragraph of each of your book's "chapters" may very well sound

like a bio box lead-in. If you're putting fifty articles together to create an ebook, you don't want to have fifty similar "closing paragraphs" sprinkled throughout the material.

The editing process isn't just a matter of style and flow when you're assembling an ebook. It's also an issue of consistency. Having fifty individual articles about a topic doesn't make them all consistent. It's quite likely that you'll end up contradicting yourself repeatedly within the ebook if you're not a proactive editor.

You'll also need to pay close attention to redundancy as you assemble the ebook. In many cases, several of the PLR articles you purchase may be very similar in terms of the arguments and information they present. If you're not careful, you could end up producing a very redundant little ebook!

Now, some will say that it isn't important to do a great job in editing and assembly. They'll actually recommend bundling the articles without a great deal of consideration for the factors mentioned above.

Their thinking is somewhat sound in that regard. After all, unlike regular web content, no one can view the ebook's contents until they've made the purchase.

Thus, you can assemble an ebook that may suffer from some quality problems without much fear of anyone finding out about it until after they've opened their wallets.

However, a closer examination of that slip-shod approach reveals a few weaknesses.

First, there's the pragmatic consideration of refunds and charge backs. If you're not selling a quality product, you'll have a hard time avoiding dissatisfied customers.

Dealing with complaints and refund requests can be time-consuming and disheartening. If you're using PayPal as an order processing and billing system, it could also lead to complaints that could result in an account ban.

Second, you should consider the fact that providing quality products will increase the likelihood of creating repeat customers. If you're peddling sub-par materials, you'll be dealing with a series of "one purchase" customers. If you deliver something truly valuable, however, you'll have the chance to sell other goods and services to your customer base.

Third, there's an ethical component to this whole issue. You need to make a choice with respect to your approach to Internet marketing. You can either make a point of providing paying customers with something they can really use or you can ignore your responsibility to provide value.

Although we're not hear to give lectures on ethical marketing, we will mention that it's much more comfortable to move through life with a clean conscious than it is to carry the knowledge that you're selling inferior merchandise.

Once again, we're dealing with an approach to PLR usage that necessitates a certain degree of quality. Keep that in mind as you read about the best ways to choose and to edit PLR content later in this ebook.

PLR AUTORESPONDERS

You can't get through an ebook on any Internet marketing topic without hearing this oft-repeated expression: The money is in the list.

Many marketers discover that creating a list and making offers to its members via email is one of the most lucrative means of generating an income. List-based marketing continues to be a favorite approach for many successful Internet marketers.

In order to make list marketing work, however, you need to provide something of value to your subscribers. You can't just pound them day after day with a series of sales pitches. If you do, you'll find that your list will rapidly shrink. You may also end up with a few spam complaints in the process.

Advocates of list marketing maintain that the approach works because you can develop a rapport and a relationship with the people on your email list. This, they argue, happens when you consistently provide information and insight of real value to the subscribers instead of merely bombarding them with offers.

You can use PLR content as raw material for creating emails to your list that do offer something more than "click this link" content. You can convert good articles into solid autoresponder content with a bit of editing.

The nicest thing about this is that the editing burden will not be as heavy when you're using PLR for autoresponder content. When you're using PLR web content and some other strategies, editing is a must for the sake of maintaining sufficient uniqueness in the eyes of the search engines.

You don't really have to care about that when you're sending emails. Thus, you can usually press your PLR articles into service without working as hard on the editing and adjusting process.

The trick to using PLR content as autoresponder material is in appropriate article selection. You want to choose articles that fit with your overall message, that segue appropriately with your offers and that really do provide subscribers with something useful.

You can't just load up fifty random articles into your autoresponder and then hope for the best. Well, you can, but the best is unlikely to happen if you follow that approach.

One of the most popular types of autoresponder set-ups involves offering a "mini course" or "e course" to those who sign up. Again, PLR content can play a role in the strategy. If you can find a series of articles that provide how-to or other instructional information, you can use them to create the course.

You'll want to make sure that you put them in a logical sequence and that you edit them to become part of a series of related lessons. If you can manage that, you can use PLR content to encourage the growth of your list (the ecourse can be an inducement to sign up) and to develop a quality relationship with your subscribers.

BUILDING LISTS WITH PLR

Considering that we touched upon the topic briefly in the preceding section, we can now spend a little more time discussing how you can improve your list marketing endeavors with PLR content.

As we've mentioned, the content can be used to form the basis of autoresponder messages. That includes the creation of "e courses" that will serve as an inducement for folks to sign up for your list.

You can use PLR content to increase your subscriber base in other ways, too.

Almost every experienced Internet marketer will tell you that the best way to encourage list sign ups is with a free gift of some sort. That could take the form of the "e course", but there are other options.

You can give sign ups a free special report or a free ebook for example—both of these inducements can be built with PLR content as a foundation.

We've discussed creating ebooks with PLR offerings already. The same rules apply to the generation of smaller special reports. You'll want to edit the materials as necessary to produce a strong standalone document.

Although you've heard it enough to last you a lifetime, we'll say it again just to hammer the point home. **The money is in the list**.

Look, there are no guarantees in this business and some people generate large lists that never evolve into profitable entities.

However, list marketing, overall, is one of the most proven and popular ways to generate an online income.

Private label rights content dovetails nicely with the whole list marketing process, making it an asset to anyone who plans on building or growing a list of quality prospects.

BACK END SALES: OPENING THE SALES FUNNEL

One of the biggest oversights among newer Internet marketers—and something that sets the top pros apart—is the issue of generating back end sales. Many marketers mistakenly focus only on selling their primary product.

The wiser course of action? Opening the sales funnel to multiple purchase opportunities immediately after sealing the deal on the first product.

Have you ever purchased a product from one of the bigger names in the Internet marketing business? If so, you'll probably remember that you were offered a related product (perhaps with a hefty discount in place) moments after making that first purchase.

And it didn't end there! Making that first sale put you into the sales funnel. You continued to receive offers for additional products again and again.

The best in the biz know that a one-time customer may very well become a several-time buyer with a bit of follow up.

You can use your PLR content to do the same thing. Think about the ways you can leverage your PLR material to boost your sales numbers and to create secondary offers.

Let's say you sell an ebook, as mentioned earlier. Wouldn't it make sense to follow up immediately with an offer for an audio version of the text for a few dollars more? Or perhaps a copy on CD or even a

hard copy of the material (you can use on-demand publishers to facilitate that particularly maneuver)?

Maybe you had enough PLR content to produce a related, but non-duplicate special report. Why not pitch your customer on that product, too?

Obviously, **this strategy isn't limited to using PLR content** to create secondary offers for other products generated with PLR content. It goes beyond that. You can use PLR materials to create additional products you can sell in conjunction with any other product you may be promoting.

PLR content is one of the quickest ways to open the sales funnel to increased profitability.

BLOGGING WITH PLR CONTENT

In a relatively short period of time, we've seen an absolute explosion in the world of blogging. Today, it seems as though everyone has a blog—and for good reason. These content-heavy, regularly updated websites are traffic magnets with high interactivity (when done right) which makes them very attractive to readers.

The downside to blogging is the amount of time and effort required to make it work. Blogs only perform optimally only when they're updated consistently and regularly. Sporadic postings don't do a great deal to encourage traffic or regular readerships.

That can make successful blogging a challenge. There are only twenty four hours in a day, and we don't always have the time or wherewithal to come up with great posts on a day in and day out basis.

This is where PLR content can help out a great deal. You can convert PLR articles and other private label rights content into blog posts.

You can do this on an "as needed" basis or you can create several posts at a time, loading them into your blog for automatic publication on predetermined dates. Either way, your PLR investment can be quite helpful in this regard.

Before you start loading up your blog with a series of PLR articles, however, there are a few considerations to take into account.

First, as is the case with using PLR material as web content, you'll need to edit the materials to insure uniqueness in the eyes of the search engines. If you're publishing an articles "as is", you can be relatively sure, that someone else is doing the same thing.

As such, you risk having your posts perceived by Google, and other search engines, as duplicate content. This will hamstring your traffic generation efforts.

Second, blog posts generally tend to be shorter than articles. One reason why many people enjoy reading blogs is that information is presented in quick bursts instead of in long expositions. As such, you may want to "trim down" the PLR articles to make them post-ready. Another option is splitting a single article into two, or potentially three, different posts.

Third, the blogosphere tends to reward those who make an effort to reach out to other bloggers. As such, it may make sense to link out from your articles to other related blog posts occasionally.

That will require some quick research on your part and the inclusion of outbound links within your PLR-based posts.

You can use PLR content to keep your blog humming right along. If you want your blog to be a consistently read and highly regarded, you won't want to rely only on PLR. You'll want to use it only to supplement your original and timelier posts.

However, there are many uses for blogs that have more to do with encouraging traffic flow to your other sites and/or backlink development.

If you're building blogs for SEO purposes and/or traffic direction efforts, you can rely almost exclusively on edited PLR content to get the desired results.

The level of care you'll need to exercise in your editing and approach will be contingent upon the individual blog's intended purpose.

We think that using PLR content as "blog food" is a great potential use for the material. Blogs tend to do much better when they feature frequent updates and pre-loading PLR-based posts is one way to make sure that happens even if you don't have time to write posts on a regular basis.

USING PLR CONTENT FOR ARTICLE MARKETING

There are two basic article marketing strategies. One is the search engine optimization-based approach that relies upon article distribution and syndication as a means of generating backlinks to your website.

The other is focused more on supplying articles to well-trafficked directories in order to create a significant flow of traffic.

You can use PLR articles and content to assist in either pursuit.

Distributing articles for backlinks generally involves creating a series of articles related to your topic and then placing them on a wide variety of directories. The goal is to utilize the article's resource box or in some cases (when allowed) even the body of the article, to create out-bound links from the articles to your website.

PLR content can help a great deal in this regard. You can distribute PLR-based articles to secure those backlinks.

Can you distribute the content as-is? Probably not. Although some of the lesser directories may not have rigorous standards and may allow duplicate content to qualify for inclusion, there is always a risk that your submissions will be denied.

Remember, someone else wrote this PLR content before you purchased it. There's a strong likelihood that it's already in widespread distribution in its unaltered form.

However, the uniqueness burden for PLR content when used at second tier directories for SEO purposes is undoubtedly less than it is for the better directories. You may be able to get the articles into various repository sites with relatively minimal adjustment.

We still don't recommend this approach, however. The better strategy would be to perform good editing and rewriting to the articles. This will allow you a greater range of distribution and syndication options, allowing you to better leverage the material.

Distributing PLR articles for direct traffic generation purposes is a stickier situation. A few years ago, things were a little easier than they are now. The best directories, after encountering wave after wave of barely-edited PLR material have implemented defenses against it. They don't want to serve near-duplicate material to their readers.

The crème de la crème of article directories, EzineArticles.com, is a perfect example.

This site provides the best exposure to articles. A good article targeting the right keywords and featuring a properly-constructed resource box can generate thousands of visitors to a website on some occasions. Many article marketers consistently generate several hundred visitors on virtually every article they submit.

Obviously, any marketer interested in generating significant traffic via article marketing will want to place materials on EzineArticles.com. There's an issue with that when it comes to PLR-driven material, however.

To put it bluntly, EzineArticles.com doesn't like PLR. You might say that they detest it.

Not only will they reject content that appears to be PLR-based, they won't even allow articles about private label rights or that advocate the use of PLR! That wasn't always the case (you can still find "grandfathered" articles there that are pro-PLR), but today PLR users won't find a lot of love at EzineArticles.com.

So, does that mean that you should give up on the idea of using PLR articles to drive traffic directly to your site? Not at all.

With respect to EzineArticles.com, you can still use your PLR content to generate acceptable articles. The trick is to do a complete re-write of the material. That involves more than simply rephrasing things. EzineArticles.com is getting better and better at "sensing" PLR-based submissions.

In essence you'd be using your PLR as "research material" (we'll talk about that in greater detail a little later) to construct original articles.

You can also "merge" parts of different articles and then subject them to a complete rewrite. If you do this the right way, you can still get some EzineArticles.com mileage out of your PLR purchases.

If you aren't up to that task, you can still drive traffic to your site using some of the other top-tier directories.

Generally speaking, their efforts at screening out PLR content are not as sensitive as EzineArticles.com.

A thorough editing or rewriting should be enough for your articles to pass muster at those sites. You may not generate the same levels of traffic, but getting your PLR-based articles on a handful of solid directory sites can still help a great deal.

If you're willing to do a little extra work by creating a few backlinks to your articles via social bookmarking or other methods, you can often get those articles to appear higher in the search results than their EzineArticles.com counterparts.

In other words, it may require a little more work, but it's still possible to generate decent traffic using PLR articles for distributions.

Remember, the effort expended may be higher than what some anticipate in a PLR situation, but it is still a great deal less than what's involved in completely unique article authorship.

CREATING AUDIO AND VIDEO OPTIONS FROM PLR CONTENT

Earlier in this guide we mentioned that fact that we'd be concentrating primarily on written PLR content and how you can use it to your maximum advantage. That doesn't mean that we're not looking at things like video and audio, though.

That's because you can actually use PLR content as the basis for some potentially very valuable audio and video content.

A PLR article, for instance, could become the solid basis for a podcast. Recording a good reading of the article with some commentary could provide you with a way to reach out to those who prefer audio content.

It gives you a chance to claim authorship and to increase your credibility while providing information in a different way.

Even more interesting is the potential of transforming written PLR content into video formats. The reason this strategy holds such great promise is two-fold.

First, videos are becoming increasingly popular as access to high-speed connections continues to grow. YouTube and other video sites are getting more attention than ever before and there's absolutely no indication that will change in the foreseeable future. It's amazing how many people watch videos.

Second, videos have a great deal of pull at Google right now. Google is making a point of supplying video-based results to searchers. Thus, if you create a properly optimized video, it will often show up very high in the search results.

This gives you a chance to drive a tremendous amount of traffic directly from the video to your site.

Third, the number of video distribution sites is increasing. You can usually manage to secure a backlink to your site from these sites. That means that a single video production can be distributed to scores of sites, each of which would supply a backlink to your site.

That's great for SEO as well as for creating new direct traffic opportunities.

So, how can you transform a PLR article into a video? You have a variety of options.

First, you can simply read the article while staring into your handy-dandy web cam. This has the "personal" touch and it's an incredibly efficient way to hit the ground running.

The downside is that it can make for a fairly boring video and you need to have good delivery skills to pull it off. No one wants to watch someone reading out loud, eyes focused on text.

Second, you can voice the article and run the audio underneath a series of images. This can be a more visually interesting way supplying the information in full. There's a difference between speaking in your voice on camera and doing a good voice over, though.

Expectations with respect to sound quality and the appeal of your voice itself can have an impact on how the video will be received.

Third, you can distill the messages of individual PLR articles and then create videos that feature a combination of text, graphics and audio to communicate those core ideas. This requires a little more effort and the "right touch", but it can be highly effective.

There are other options, of course. One of the nicest things about video is the way it really allows you to get creative. Think of ways that you can use PLR content to produce something valuable and interesting. Then, distribute it. The results may surprise you.

Video marketing is a rapidly growing part of the IM world for a reason.

PLR AS RESEARCH MATERIAL

If you're still thinking of PLR content only in terms of how you can use it directly, you're not quite recognizing the extent of its flexibility. Sometimes, the greatest value of PLR content is in what it can inspire.

We began to touch briefly on the topic of using PLR material as a research and writing foundation when we discussed the means by which someone could get an article approved at EzineArticles.com.

At that point, we noted that you could use a few pieces of PLR content to create an original article. In essence, you're using the material for inspiration and research.

We've been talking a lot about the advantages of private label rights content, but the fact of the matter is that nothing will ever beat quality, original content. If you had your choice between using a PLR

article or a great, new, professional article for your site, which would you choose? The answer is obvious.

Well, it turns out that PLR content can actually contribute to the creation of original text. By supplying the owner/reader with basic information, ideas and perspectives on the topic, it can serve as a springboard for completely original content.

PLR won't necessarily replace more traditional means of research, but it can contribute a great deal. In some cases, where you're more interested in writing something functional and accurate than in detailed research and analysis, using PLR content as a research base can be very successful.

USING PLR ON OTHER SITES

The smart Internet marketer understands the value of leveraging "Web 2.0" sites to his or her advantage. Sites like HubPages, Squidoo and others provide a great opportunity to secure traffic and to create valuable backlinks. Some marketers have actually found ways to make the use of these sites into a primary income source.

As with all other aspects of the Internet, these options are content-driven. You can't just create a blank page and hope for the best. In order for it perform, you need to have valuable, optimized content in place.

And, once again, PLR provides a way to get that done with less effort than working from scratch.

You can quickly **create a compelling Squidoo lens or HubPage by using PLR-based material.**

The same basic rules outlined for the use of PLR materials as web content and blog posts are applicable. If you make the necessary adjustments to the PLR text, you can generate these free pages in record time—with potentially impressive results. It's just another example of the flexibility inherent in private label rights content.

INFINITE OPTIONS

At this point, you should notice a theme developing. If you encounter a situation that requires content, you can use PLR material to your advantage. There really are not any limits to the use of PLR content. We've even discussed how situations where PLR isn't necessarily welcome, can still manage to make a contribution.

How would you like to use PLR content?

No matter how you answer that question, there's probably a way to do it. Earlier, we mentioned the lists of literally hundreds of "ways" to use PLR material that are available on the web. People can generate those lists because PLR is really suitable for almost any content-driven task.

There are caveats to that seemingly infinite flexibility, however. Although you can use PLR in virtually any situation, you usually need to meet two distinct burdens.

First, the PLR content must be properly edited to meet situational standards.

Second, the PLR content should be of adequate quality to perform the required task.

Those are our next two topics!

PREPARING PLR CONTENT

In order to make PLR content work for you, it's necessary to edit the material appropriately.

As nice as it would be to use the articles and other offerings "as is", that just isn't possible. Those who try to generate results with "stock" PLR are inevitably disappointed with the results.

If you want content that you can use "right out of the box", you'll need to outsource production to a ghostwriter or professional content writer.

If you want to get the most out of PLR, you'll need to understand the right way to approach the material.

THE BIGGEST MISTAKE IN
THE WORLD OF PLR CONTENT
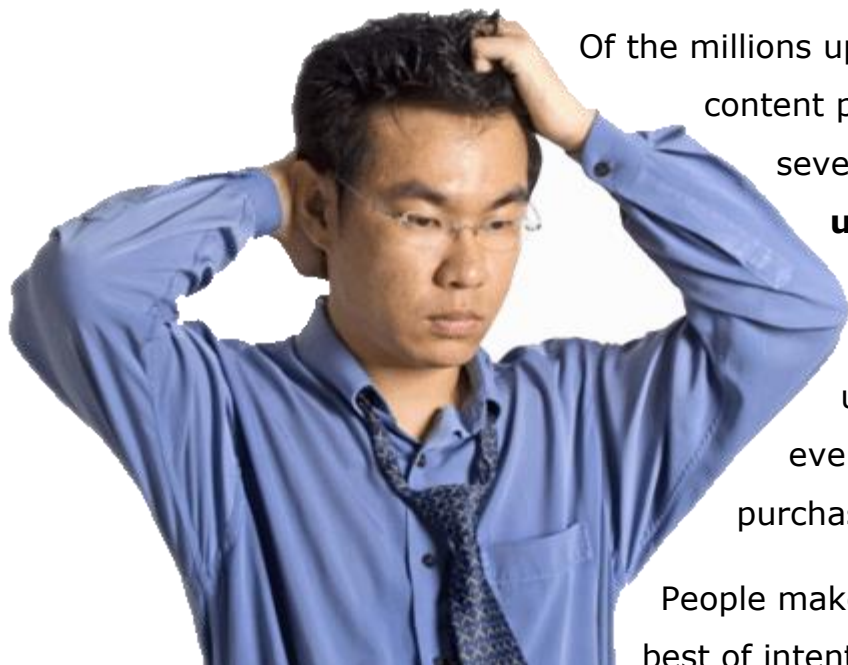
Of the millions upon millions of words of content produced over the last several years, much of it sits **unused on hard drives** around the world. It's impossible to track actual usage, but it's unlikely that even a fraction of the PLR purchased is ever put to use.

People make PLR purchases with the best of intentions, but fail to follow through with their plans. Instead of assisting in the development of Internet marketing careers, it languishes forgotten in folders within folders of long-forgotten directories.

If you buy it, use it. Have a plan and follow the plan.

The failure to actually put PLR content to use is the biggest mistake in the world of PLR content.

THE SECOND BIGGEST MISTAKE IN THE WORLD OF PLR CONTENT

If the biggest mistake in the world of PLR content is failing to use material after its acquisition, the second biggest blunder is using it incorrectly.

That usually involves failing to correctly edit and/or rewrite the material. Too many people attempt to use PLR content "as is" and they rarely experience the results for which they hoped.

You'll occasionally hear someone bashing PLR content as a "scam". They'll argue that all of the hype is misplaced and that it "just doesn't work". In almost every case, the people making those statements failed to properly edit the material before pressing it into service.

Admittedly, though, PLR vendors have some responsibility in the matter. The sales pitches we see for PLR often do their best to make it sound like a .zip file filled with private label rights articles will allow the buyer to put their business on autopilot when that's simply is not the case.

PLR content makes life easier. It makes Internet marketing more efficient. It does not, however, completely eliminate the need to work. It doesn't completely replace unique "from scratch" content. And trying to take shortcuts with it, predictably, fails.

If you read between the lines (or in the fine print) of those aggressive pitches on behalf of PLR content, you'll usually find a mention of the need to edit the material. While it's understandable for vendors not to emphasize that fact, it is important for PLR buyers to recognize that they will need to make adjustments to the text.

WHY ARE REWRITING AND EDITING ESSENTIAL?

Why is it so important to rewrite and edit PLR content? Why can't you just use it "right out of the box". Setting issues of quality aside for a moment (we'll deal with those in a bit), it boils down to the purpose of the content and the way search engines work.

In many cases, PLR content is pressed into service as a means of traffic generation.

This is specifically true when PLR material is used as web content, blog posts, or to outfit third party sites like Squidoo lenses. Search engines supply the traffic in those situations.

Not all PLR efforts work that way, of course. Your ebook, a special report or autoresponder message function on the level of content/prospect or content/customer interaction and doesn't need to have a search component. In those cases, editing is more of a quality control matter. However, using PLR as web content of any sort tends to be almost wholly search-related.

Search engines scour the web, cataloging the contents of sites and pages. They organize that information and record it so that they can put user and information together.

When someone makes a query at Google, the search engine wants to do its best to give that person the kind of information for which they're looking.

Part of that sorting and parsing process involves interpreting how to deal with multiple instances of the same material.

If 1,000 separate pages have all published the same content, Google determines which site to show to the user.

They do that based on a number of factors, making an effort to connect the user to the site that has the greatest probability of offering a quality user experience.

Google may opt to list a few pages in its search results that include that duplicate content, but it won't show them all.

The search engine wants to provide that user with a series of options to help him or her grab the right information.

They wouldn't be providing that service if they served up 1,000 consecutive entries, all of which displayed identical information.

Thus, most of the pages containing **duplicate content "disappear"** into the supplemental results. The searcher never sees them.

And sites that feature little more than duplicate content don't rank particularly high for anything.

They're recognized for what they are and Google doesn't put much faith in their ability to provide a great end user experience.

For a long time, debates over duplicate content raged. Rumors swirled about the dangers of utilizing identical content to that housed on other sites.

Eventually, Google provided some concrete information about how they handled instances when more than one site publishes the same content or article.

There's no penalty for republishing existing content, per se, but there's certainly no reward for it, either.

As such, the best way to get into the search results is to provide unique content.

PLR content, by its nature, isn't unique. It's widely distributed and more than one person has the right to use it. **That's the underlying mechanism that makes PLR affordable relative to original content.**

The fact that others have the material virtually guarantees that others will publish it "as is". Some will do it out of laziness. Some may do it in hopes of being "first". But, **the vendor him or her self may have published the material in its initial form prior to putting it on the market.** This is not an accepted practice but it happens.

No matter how you slice it, if you put your PLR content online "right out of the box", you probably won't be alone.

If you want PLR content to drive traffic, then, you have a job ahead of you.

You must edit it in order to **create a sufficient level of uniqueness**.

LEVELS OF UNIQUENESS

As long as people have been selling PLR content, buyers and prospective buyers have been asking the same question: How unique does my content need to be?

There's no absolute answer to that question. Let's examine a few options.

Minimal adjustment. This was a more popular perspective a few years ago than it is today. The idea was that a series of relatively minor alterations would be sufficient to render content unique in the eyes of the search engines.

Adherents to this approach argued that the simple insertion of editorial remarks into a piece of PLR content would create an adequate level of uniqueness to maximize search engine performance.

This perspective isn't heard as often today. That's primarily because those slight alterations were not producing the desired results. Apparently, the search engines could still find sufficient levels of similarity to deem these barely-adjusted pieces of PLR duplicate content.

The 30% solution. You'll find several voices in the IM community who'll maintain that a 30% rewrite is enough to make content "original" to the search engines. Ostensibly, this number was determined based on experience.

Those who believe this explanation will often argue that a rewrite of the introduction, the conclusion and maybe one intervening paragraph

will be enough to allow the PLR content to pass below the duplicate content radar.

There is some evidence to suggest that one can get decent web content/blog post results with a 30% adjustment.

That being said, edits performed at this level may still show as having issues with duplicate content checkers like Copyscape, which leads one to believe that the more sophisticated algorithms would have absolutely no difficulty discovering the duplication factor.

Additionally, a 30% rewrite won't pass muster with EzineArticles.com and other more "PLR sensitive" directories, which makes it even more doubtful that a 30% rewrite is truly sufficient.

A 40%, 50%, or 60% change. Others will argue that a greater degree of adjustment is all it takes to tip the duplicate content balance. The number will vary based on the person espousing a viewpoint.

In almost every case, the argument will be backed solely by anecdotal, personal evidence that may or may not take into account a number of intervening factors.

Remember, **Google has a "tie breaker" formula** to determine which duplicate content makes it into the SERPs.

It could be that these particular edited variations did well in the rankings for reasons unrelated to the percentage change in the content's makeup.

The same criticisms applicable to the 30% argument resonate here. Other non-Google systems are capable of spotting the repetition of content.

If we reasonably assume that Google is at least slightly more advanced in their technology than are these other tools, it should be safe to work under the assumption that nothing short of a nearly 100% rewrite will produce something that's considered unique.

The full rewrite. This is the safest bet in terms of achieving reality. A full rewrite will create a new and unique piece of content. One need not worry about "tricking" Google because the provided content will actually be something different and new.

You can take a stab at finding the magic number. Or you can do full rewrites.

You know that one option **will** work. Another percentage **might**. We're going to discuss the rewriting process assuming that you'll opt for a complete alteration.

However, the principles underlying that approach would still be applicable for those who opt to work based on a percentage that's less than 100%

WHY A COMPLETE REWRITE ISN'T A REASON TO REJECT PLR

When some people hear that a complete rewrite may be necessary, they argue that it de-legitimizes PLR content. They maintain that the need for a rewrite makes the material all but useless for web content, blogging and article marketing purposes.

Although a rewrite might be an inconvenience to some, it certainly doesn't destroy the value of PLR content. Rewriting is quicker than writing and can be effectuated quite quickly.

Additionally, even if one does find the rewriting process unacceptably onerous, it's important to remember the numerous uses of PLR material that don't necessitate any rewriting at all.

The negative reaction to rewriting stems from a few factors.

The first is the basic drive for an easy solution. Everyone would like to find the "magic button" they could push for instant success without effort. Some have mistakenly grown to believe that PLR content represents such a solution and they're disappointed to find out otherwise.

As we've said before, PLR content reduces your workload, it doesn't eliminate it completely.

The second reason, which may also be a reason for the existence of the first, is the fact that many approach PLR with unreal expectations driven by aggressive, benefit-focused marketing.

Some vendors and their affiliates market PLR products in a way that leads people to believe that the content is usable "right out of the box"--even though that won't work in many key situations.

If the idea of extensive rewriting makes you question the value of PLR content, please examine the rest of this section carefully. You'll find that the process isn't particularly burdensome and that it can be done efficiently, inexpensively producing unique content.

REWRITING PLR CONTENT ON THE FLY

You can rewrite your PLR content on the fly. You don't need special software and it doesn't require a great deal of planning. All you really need is a word processor and a few minutes of your time.

You begin by opening the article. Now, as you read the material presented, you restate content in your own words. It's that simple.

If you were doing this with someone else's work, we'd call it plagiarism. You'd be stealing ideas without crediting them appropriately. In this case, though, you purchased the rights to the material. You can do that without any ethical concerns.

Most people find that the easiest way to do on the fly rewrites is by reading and ingesting a few sentences or a paragraph at a time and then restating their message.

Here's a "before and after" rewrite of two paragraphs from a private label rights article. We found this article online, offered free of charge.

Original:

The good news is that turning a negative outlook into a positive one just takes a bit of patience and persistence until the positive thoughts begin to take over.
Below you'll find three simple steps to begin forming positive expectations on a daily basis:

Rewrite:

Fortunately, it's possible to switch from a negative worldview to one that's positive. Making the transition requires commitment and patience. In time, the more positive way of thinking will take hold. Let's look three things you can do to encourage the development of positive expectations.

It didn't take much longer to perform the rewrite than it did to read the source material. In a matter of moments, we were able to turn non-unique PLR content into something wholly new in the eyes of the search engines.

BEYOND WORD REPLACEMENT

Believe it or not, the thesaurus is not the rewriter's best friend. When you rewrite or edit PLR content, you don't want to get into the word replacement game. People often mistakenly believe that inserting synonyms in place of key words will create a viable new text. The language really doesn't work that way, however.

Too much word replacement may pass muster with the search engines for the sake of uniqueness, but it often creates an awkward and unnatural text. The elegance and subtleties of written language disappear, creating results that are uncomfortable to read.

Example of a Bad Thesauruses Rewrite:

An agreeable announcement abides in that a transmutation of pessimistic angles towards agreeable angles abides in the grabbing of a small amount of equanimity and added sedulousness in advance of the affirmative brain waves to commence the over taking for finality.

(Well I think you get the point... It's almost too painful to continue.)

This kind of content is more likely to alienate readers than to encourage them to take any potentially profitable action.

MAKING IT BETTER: STYLE

Rewriting your content isn't just a chance to make it unique for the search engines. It's also an opportunity to improve the actual quality of the writing.

We'll discuss PLR content quality issues in our next section. For now, let it suffice to say that not all available PLR material is particularly well-written. In order to make it truly attractive and communicative to readers, a little editing is usually in order.

So, when you work through these rewrites, you should understand that you're creating a secondary advantage over the original content. Your end result should be a better, more effective article, blog post or piece of web content.

Obviously, performing this job requires at least a small amount of writing skills. If you don't have those skills, you may want to consider outsourcing your PLR rewriting.

MAKING IT BETTER: KEYWORDS

Generally speaking, PLR content isn't optimized for particular keywords. It's written around a theme topic, but the producers often don't do keyword research or work to insure appropriate inclusion of keywords at any certain level of density.

As such, you should revisit your PLR content with your personal keyword research in mind. This will allow you to make the PLR material even more effective in terms of traffic generation.

Usually, it's easy to find an appropriate keyword to include in a revised title. You should be able to then use that keyword at an appropriate level within the text revision.

If you're not familiar with keyword research, its value and how to conduct it properly, you should make that a priority. It's one of the keys to successfully generating search engine traffic.

OBTAINING PLR CONTENT

We've spent a lot of time discussing PLR content but we haven't really talked about where to get it. You have a few options at your disposal, each of which offers both advantages and disadvantages.

First, there are monthly subscription services that will deliver a block of PLR content, usually in the form of articles, within a particular subject matter. The topic area doesn't shift from month to month, which allows for intensive development within a single selected niche.

This is a good option for someone interested in building his or her business within a particular niche. Those involved in multiple niches, however, may find it hard to find the time necessary to utilize all of the materials consistently, depending upon the volume supplied.

Second, there are monthly subscription services that provide a complete PLR package in a different niche. These programs will often supply a complete ebook, a special report of some sort, articles, a sales page for the ebook and assorted other supportive materials.

These "one stop shopping" solutions are a great way to get a full project up and running quickly without spending time and energy on new content development.

A subscriber may find himself or herself with as many as 12 different, completely unrelated projects within the course of a year. Maintaining those 12 income streams and building each of them can be a daunting task.

Third, you can often find packages of PLR materials, in varying degrees of comprehensiveness, on an ala carte basis. While these options generally offer less in terms of volume, they may cost a bit more on a per unit basis.

That's because the vendors aren't dealing in the same kind of volume as the bigger suppliers. These PLR packages are usually produced by individual professional copywriters and may be of a higher quality than some other options.

This solution is great when you're looking for a quick content "boost" but they don't offer any subsequent ongoing advantage.

These days, the PLR field is growing rapidly. There are new suppliers and new package offers every day. Finding the one that fits your needs is a personal choice based on your business and objectives.

SELECTING PLR CONTENT

With so many available options, it can be difficult to choose PLR content. There are number of considerations you should take into account when making a decision. Let's look at a few of these important concerns.

Niche. Obviously, you want to acquire PLR content that you can actually put to use. PLR content won't do you much good if you're not interested in using it! That means picking material that already fits your needs or in topic areas that you'll be interested in pursuing.

Quantity. While it's tempting to say "the more the merrier", the truth of the matter is that too much PLR isn't necessarily a good thing. Again, the material has no value if you don't actually use it. There's no use in getting snowed under in a blizzard of PLR content.

By the same token, you don't want to settle for less than you can actually use. Strive to find the right balance.

Price. PLR content is notoriously inexpensive. Even "high end" material with higher prices is substantially cheaper than commissioning original work. As such, price doesn't necessarily need to be a deal breaker in the way it might be in other circumstances. Price should take a back seat to other considerations.

That being said, it doesn't make sense to completely ignore the issue of price. If you can find a better deal that meets your needs, it only makes sense to take advantage of it.

Distribution. Try to find PLR content that is offered only to a limited number of customers.

It's a better deal for you if access is capped especially if you intend to use it "as is".

That's true even though you'll do a rewrite on the PLR materials used for web content and similar functions because there is a better chance that a smaller percentage of rewriting will be required to make it "original". And because of the other ways of using PLR that don't require rewrites will give you an even more rare and valuable product.

For instance, would you rather be in competition with 3,000 people who are all selling renamed versions of the same ebook or would you rather be dealing with just a handful of potential direct competitors?

You'll be better off, if you opt for the less circulated material.

Quality. Too many people fall into the trap of pursuing quantity and low price tags without taking issues of quality into consideration.

It's always nice to get more for less, but only when what you're getting has real value.

Quality is important on all fronts. If you're contemplating use of the material that doesn't necessitate complete rewriting, it's nice to have material you can use virtually "as is".

Low quality content requires complete rewriting in all situations.

Plus, bad PLR makes rewriting more difficult. It's a lot easier to ingest an article's message and to create a new version when the original material makes sense and is genuinely communicative.

Additionally, a lack of quality in writing may raise a red flag with respect to the vendor.

Can you trust their customer service and responsiveness to issues and questions? Can you trust the accuracy of the material and the research that went into it?

While quality writing isn't necessarily proof of a sub-bar provider, it is an indicator. And it's one no one should ignore.

GETTING INTO THE PLR BUSINESS

There's a reason more and more people are getting involved with the production and sale of PLR content—it's a growing field.

Even though there are more options now than ever before, there is still room for quality providers. If you have top-notch organizational, marketing and writing skills (or are willing to shell out to find reliable quality writers), you can stake your claim to part of the PLR content landscape.

Here's what you'll need to get started.

A model. We discussed several of the different models used by PLR suppliers in the last section. You'll want to determine which method you'd like to use based on your talents, resources and objectives.

A plan. You'll need a plan with respect to how you'll promote your service and in what areas of content you'd like to specialize. You'll need to determine what your packages will consist of and whether or not you'll focus your attention on any particular niche. If you're planning to deal in multiple subject areas, you'll need to determine which ones should be on your to-do list.

An infrastructure. Writing or commissioning the articles is only part of running your own PLR business. You need to have all of the components associated with a significant venture in place.

That includes your website, payment processor, method of managing subscriptions (if applicable), an autoresponder system, your delivery method, plans for customer service, and promotional strategies.

The talent. You can write the content yourself or you can outsource that responsibility to others. Either way, you'll need talent necessary to produce the material on a timely and consistent basis.

One of the quickest ways to sink a PLR service is to deliver sub-par material or to be late in meeting your obligations.

You can find talent based on your own experiences and the recommendations of others who have dealt with freelance writers. If you're new to the field, you may check bid board sites like eLance or RentACoder for writers. You may also want to frequent forums and discussion boards where freelance writers tend to congregate.

The process of hiring, assessing and managing outsourced talent is certainly beyond the scope of this text. However, anyone considering reliance upon paid writers should develop a full understanding of the matter before undertaking a PLR business.

The cost for the procurement of content will vary based on the writer used, the extent of the project and the required turnaround time. Although many people will discuss the "wonderful writers" they've found working for under a penny per word, those who are serious about making money in the PLR business should plan on spending more.

Your business will rely upon the production of your writers. That means you'll want to find professionals who take their work seriously and who have a stake in maintaining their reputation in the field. Generally speaking, these writers will also produce a higher caliber of content than their cheaper alternatives. Good freelancers will generally charge anywhere from 1.5 cents to 25 cents per word, based on your specific needs.

Before you work with someone on the lower end of the price spectrum, do your best to assess how committed they are to their work. Check references and analyze sample material carefully.

Pricing. At some point, you'll need to think about pricing. A good place to start is to calculate your overhead expenses. That will include what you're paying writers (if you're not doing the work yourself) and all costs associated with the promotion of the project.

Let's assume that you pay approximately $200 per month to promote and maintain your website. Let's further assume that you paid outsourced writers 3 cents per word to write 40 total articles at 500 words per article. That's $600. Your total cost would be $800.

Now, you have an idea of what you'll have to charge based on the number of customers you anticipate being able to secure at any given price point. If you could sell the packages for $10 each, for instance, the first 80 sales would go to cover expenses with all subsequent sales generating pure profit. At $20 per package, only 40 sales would be necessary.

The right price point is going to depend upon your marketing talents, the quality of the PLR content you produce and the nature of your package.

While "quickie" packs of 10 articles in a mainstream niches may only be worth a quarter per article, a high-quality, full service package with great marketing may be worth several times that on a per article basis. You'll need to do thorough market research in order to determine the appropriate price points to remain competitive and the other information necessary to make key determinations.

PLR content production can be a lucrative field for a good marketer who understands what his or her customers need and who can promote the service while managing the human resources who are producing the content.

Smart shopping for writing talent, combined with attractive marketing and pricing should produce a decent profit margin for the marketer.

That being said, writing PLR content isn't an automatic gold mine.

Many individual writers try to make money by assembling small PLR contents and selling them on an ala carte basis. In many cases, they barely manage to break even after considering the amount of time and effort that goes into the work. That's a byproduct of an increasingly crowded marketplace and the need for effective marketing of PLR services.

Selling PLR content isn't the only way to make it part of your business. Some marketers give away PLR content as an inducement to build their lists or as a way of advertising their content creation or marketing products.

CONCLUSION

Private label rights are a fantastic Internet marketing tool offering unrivaled levels of flexibility and versatility. They're a great fit for almost any online business model.

They are, however, a tool. Tools must be used correctly in order to create the desired results. In the case of PLR content, that means learning where and how to use certain kinds of content and meeting editing and rewriting requirements.

In order to get the most out of your PLR content, you need to make a commitment not only to using it the right way, but to putting it to use, in the first place. The most commonly encountered PLR pitfall is the phenomena of people simply failing to put it into service.

When you overcome inertia and take action, you'll find that an understanding of how you can use PLR will be enough to bolster your business in one of several ways.

Are using PLR content now? If not, this is the perfect time to start.

Get a head start on product development, site creation and development, search engine optimization and traffic generation. Open your sales funnel wider than it has ever been before and reap the rewards that come along with PLR ready made content.