



Using PLR - Checklist

At this point you know you want to get your hands on some high-quality private label rights content, but you're a little confused about where to start. Never fear, this mini-blueprint walks you through the steps of determining your PLR needs and putting the content to work for you.

DETERMINING YOUR PLR NEEDS

The first thing you need to do is decide how you're going to use PLR. So determine your needs FIRST, and then seek out the content to meet your needs. For example, do you want to use content to:

- Create lead magnets?
- Build relationships with prospects?
- Develop better relationships with customers?
- Drive traffic to your website?
- Create products you can sell?



Go ahead and determine what your needs are. You can use the following list to help you start your brainstorming about how you might use PLR content:

- 1 Create a lead magnet, such as an enticing report.
- 2 Craft a tripwire product out of the content.
- 3 Create your core offer.
- 4 Use PLR to create bonus products.
- 5 Stock your vault membership site with PLR ebooks.
- 6 Drip-feed PLR articles and reports to your membership site members.
- 7 Upload PLR content to your autoresponder (e.g., as a free ecourse to attract new subscribers).

- 8 Post PLR content on your blog.
 - 9 Excerpt out pieces of content to post on social media.
 - 10 Use the content to answer questions on sites like Quora.com.
 - 11 Share the content in discussion groups, such as in a Facebook group.
 - 12 Create an ecourse out of the content.
 - 13 Rewrite an article or excerpt and use it as a guest-blogging article.
 - 14 Turn the content into a podcast.
 - 15 Create slides to go alongside the content, and then create a slide-share video to upload to YouTube.
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- 16 Use the content as the basis of a live webinar.
 - 17 Use the content to give a live talk in your area, and then distribute print copies for listeners to take home.
 - 18 Convert the digital content into a physical product that you sell directly from your site, or via sites like Lulu.com.
 - 19 Create an “Ask the Expert” feature on your site, and then post the content in answers to the questions.
 - 20 Create a rebrandable report for your affiliates to distribute.
 - 21 Bundle together multiple pieces of content, and then offer the bundle in a dime sale.
 - 22 Create a press release out of the content, and then submit it to PRWeb.com.
 - 23 Present the content on Facebook Live.
 - 24 Compile multiple pieces of content to create a home-study course (either a digital or physical version).
 - 25 Create a product out of the PLR content to use as an upsell alongside your other paid products.

And those are just a few ideas to get you thinking.

Once you’ve decided how you’re going to use the content, then you can start seeking out the content:



FINDING PLR TO MEET YOUR NEEDS

HINT:

Whenever possible, purchase PLR packages or multiple pieces of content from the same author. That way, the content will be similar, which helps with continuity across your different platforms.

You can find PLR by:

- Using a reputable source, such as HomeFreePLR.com. (This site belongs to me, and I want to provide only quality content.)
- Searching Google for exactly what you need (e.g., “plr dog training ebooks” “dieting PLR”).
- Asking your network for recommendations.

If you didn't opt to go directly to a reputable source, then be sure to do your due diligence to ensure you're purchasing high-quality content. This includes:

- Searching for the content provider's name, business name and website in Google. Be wary of any provider with a pattern of complaints from customers or business partners.
- Asking the provider for samples of the content.
- Checking if the content package comes with any sort of guarantee.
- Asking how many licenses total the vendor is selling. (So that you know how much competition you have.)
- Reading over the PLR license terms. This step is very important, because you need to be sure that your license allows you to do what you intend to do with the content.

Once you've purchased your PLR, then move onto the final step...



PUTTING PLR TO WORK FOR YOU

The key here is to start using your PLR immediately so that it doesn't gather dust on your hard drive. Follow these steps:

Review the content and decide exactly what you'll do with each piece.

(E.G., Use this article on a blog post, upload these pieces to an autoresponder, turn this report into a lead magnet, etc.)

Rewrite the content to make it unique, and to be sure it fits your voice.

See my Rewriting PLR Checklist for hints on how to complete this step.

Reinforce the content by:

- Adding in your own tips, secrets, stories and strategies.
- Deleting fluff or anything irrelevant.
- Adding tools, such as worksheets or checklists.
- Inserting graphics to make it more visually appealing.

Repackage the content to make it totally unique.

This optional step may include:

- Turning digital content into physical products.
- Converting text products into audio or video products.
- Turning audio or video products into text products.
- Compiling multiple pieces of content to create something entirely new. For example, you can compile a set of articles to create a report. Or you can compile multiple reports and articles to create a comprehensive ebook.



While you do need to spend a little time tweaking PLR content to make it unique, it's certainly well worth the effort (and it saves time over creating content from scratch). So use the checklist above to find, select, buy and revamp PLR packages to help you grow your business!

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