**PLR Profit Report**

**Turn Your PLR Into Money Now !**

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# Congratulations!

## You Now Own Resell And Giveaway Rights To This Report!

*Hot Tip:* If you would like to learn how to make this report your 24/7 "Digital Sales Machine" then be sure to read the last page for full details.

# INTRODUCTION

If you are looking to grow your business at the fastest rate possible, there is only one way to do it, PLR. Being a PLR provider, I never understood what my customers were actually doing with the PLR they bought from me until I started to look at ways to branch out my own business.

As a PLR business owner, this was a huge mistake on my part. I knew I was creating the content, I knew my customers liked it a lot, and I knew my customers were sending other people to my store.

I thought, 'I must have this PLR thing licked, I write it, they buy it, and we are all happy' – boy was I wrong.

Once I started to research how my customers were actually *using* their PLR, it opened a whole new world to me. For the first time I could see what a powerful thing PLR can be and how it must really help my customers to supercharge their profits.

Then I did a call with Melissa Ingold, (a popular PLR provider), and she said something that kinda shocked me.

### More Than 90% Of PLR Buyers Never Use Their PLR

I couldn't believe it. That's no different than going to the bank, taking out money, feeling that green goodness on your fingertips and then throwing it out of the car window on your way down the road.

That made me wonder, 'What if 90% of my customers were not using their PLR?'

Whether they realize it or not, my customers take care of me. They make sure that I can grow my business, have extra money whenever I need it, and keep building a dream for my family.

If 90% of them are giving me money for PLR they are not using, that isn't fair.

So I sat down and created this guide in hopes that they – and you would have a better understanding of how easy it is to turn PLR into profit.

If you have any questions about anything, or if you want to shoot me a PLR request, feel free to send me an email at: Rachel@RachelYoungPLR.com.

Have a Great Day,

Rachel Young

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# Chapter 1 – All About PLR

In late 2010, I started my first online service provider business as a ghostwriter. I was ghostwriting for about two years but I quickly got burned out by it all. I had heard from others about being a PLR provider and how as a PLR provider I could not only earn more money (because PLR is considered a product), but I could also work on my own projects at my own pace.

Honestly though, I didn't want to go that route. Sure, I knew that there were people like my mentor Tiffany Dow who were known for honest PLR work, but from what I saw, people thought PLR was garbage.

And from what I saw, most of it was. It was poorly written, it was ugly to look at, and there was no way that anyone could get any actual content out of it. So in my mind, it was just easier to keep doing what I was doing. My ghostwriting clients were happy, I had a steady flow of money coming in, and it just seemed like everybody was winning.

But over time, I noticed that there were more and more PLR providers popping up, and they started working really hard to set the standard for high quality PLR – the kind of PLR that you could easily change up, reformat, and make money from.

Now PLR became something that I could see myself getting into. So in mid 2012 I started talking to many different high quality PLR sellers and I decided to join them in changing the way that people look at PLR.


## *What Is PLR?*



PLR is an easy way to say 'Private Label Rights'. Basically someone has taken the time to research and develop content that you can buy and use in order to make money in your business. All of the research and writing has been done for you, you just have to put it into action.

There are a few catches to it though:


### 1 – You have to use it based on the rights that you are given

The terms of your PLR should always be clearly stated on the website where you are buying that PLR from. PLR should always allow you to alter it, put your name on it, and put your affiliate links in it.

In other words, you should always be able to take PLR and make it look as if it was your very own.

So then what is the point of the PLR rights?

It is a way to protect both the PLR seller and you, the PLR buyer.

For example, let's say that Bill is running a PLR store and Jane happens to pick up some PLR for Acne. Now to be fair to Jane, Bill never got around to defining the PLR rights for his customers, his store is pretty new and he just figured he would give complete rights to every person who bought from him.

Jane is new to the whole Internet Marketing thing and she hasn't quite figured out her business model yet. So at this point, her main goal is just to start getting some money in her pocket. And since Acne is such a hot topic, Jane is confident that she will be able to turn her Acne PLR into profit, so Jane buys the PLR even though she doesn't know how she is going to use it yet.

Well, Jane is in luck because she has been tampering with eBay selling and she realizes that she can sell that PLR as it is on eBay and make some money to start her business. Since Jane has complete rights, she can not only sell this PLR, she can and give the complete rights to resell it to anyone who buys from her.

Do you see where I am going with this?

If only 10 people bought that PLR from Jane, and those 10 people had unrestricted rights to that PLR, then the internet would be flooded with the exact same PLR, and since those 10 people would be selling unrestricted rights to that PLR they will pass that PLR onto others who could also sell it and the cycle would keep continuing like that.

Bill's quality PLR is considered to be garbage in no time flat. People will come to his site and think 'I can get that PLR from this other site for half that much', and they will be right because Bill never got around to defining the rights that his customers had with his PLR.

PLR Rights are designed to protect the quality of the PLR, for both PLR sellers and PLR buyers.

Your PLR rights should be clearly defined in the PLR bundle that you download.

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**Tip:** If you ever question your PLR rights, ask the PLR seller before you buy. The seller should have a clear way for you to contact them on their PLR site.

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## 2 – Other people can buy those packs too

When someone needs content for their niche market, they usually go one of two ways. Either they will hire a ghostwriter, (typically costing anywhere from $5-$30 per page), or they will go to a PLR provider and get PLR.

The PLR usually costs $1 per page, much cheaper than a ghostwriter. But you should know

that other people can come along and buy the exact same PLR that you have bought.

_Don't make the mistake of believing that you can't make PLR unique because other people have the same PLR_

These are usually the people that will buy the PLR because they know that the research has been done for them, but then when it comes time to use the PLR, they don't think that they can make it unique enough to make money with it.

Many people believe that a potential customer will come to their website and say 'hey, I saw that exact information on this other website, I don't trust you anymore', and that sale will be lost. And if we are going to be honest here, that is a logical fear. After all, you know that you got the ideas for that piece of content from someone else, why can't one of your customers recognize that you are using PLR?

I know it can be a little intimidating when you start using something like PLR where other people in your niche might be using the same content that you are, but I _promise_ you that when PLR is done the right way, you don't have to worry about losing your credibility with your customers and you don't have to worry about damaging the good business name that you have worked so hard to build for yourself.


## _Top Four Reasons Your Customers Won't Know You Are Using PLR_

**1 – The internet is a big place**

When you are working long hours building up your websites and those websites start to get a good deal of traffic, it is easy to forget that there is such a huge amount of competition out there. Yes, logically you know that the competition is out there but you aren't focused on those other sites, you are focused on your site and making your site the best site out there.

So let's say that your niche is 'Nightmare Before Christmas Theme Parties', well that sure seems like a specific enough niche. You do your research and find that only 3,000 sites out of the millions of sites on the internet are dedicated to 'Nightmare Before Christmas Theme Parties' – you've obviously hit a home run!

Now you go to work creating your website, setting up your social media presence, and monetizing it all. All you need now is content, but you don't have time to write all of your content because you are busy putting everything else into place. What should you do?

Well luckily there is a PLR store completely dedicated to everything related to Nightmare Before Christmas PLR, and they have some great Theme Party PLR that you can have someone quickly rewrite so that you can throw it up on your site and start earning money.

Only now you realize that since you hit the jackpot with such a small niche, there is a chance that if you are using PLR, other competitors in your niche might be using PLR too. And if a customer looks at your site and sees something that is on someone else's site, they are likely

going to walk away and not want to hear anything that you have to say. You understand that people are used to sorting through junk on the internet while they are looking for someone they can trust, and you know that they definitely wouldn't want to deal with you if they feel that you are just copying information from someone else.

But remember, your niche has 3,000 websites. Could you imagine how long it would take you to go through 3,000 websites? Could you see yourself sifting through that enormous amount of content and comparing writing styles, formatting, and facts from each one? If you were sitting at site #129 could you remember that is the exact same article you read on site #15?

No? I guarantee your audience can't either.

**2 – Facts are facts, it isn't uncommon for people to have the same facts.**

Not only is the internet a huge place, but you should also take into consideration that a lot of your facts are just that – facts. So let's say that you buy a PLR pack that is dedicated to the sky being blue. Welp, that's a fact – everyone knows that the sky is blue. It doesn't matter if a potential customer reads that fact on 30 other websites before yours, they will think nothing of reading it on your site too.

People know the color of the sky, they have seen it for themselves since the day they were born, they are not going to question your website and your competitors website stating the same fact because it is just that, a fact.

And even if there is a fact that your readers didn't know before they started researching it, they will still not think anything of seeing that fact on your site and a competitor's website. For instance if I was looking up how to change a light bulb and both your site and another site had the same directions on changing a light bulb, I wouldn't think 'man these guys are just copying each other', instead I would be thinking 'wow, this is obviously the way that to change a light bulb, I am glad I learned this'.

Facts are facts, they aren't opinions. If the PLR that you have on your website has the same facts that someone else's PLR has, then that is nothing that you need to be concerned about because facts don't change.

**3 – Very few people actually use their PLR**

I know that I have said this before, but it is such a harsh reality that it deserves to be said again. Very few people are actually putting that PLR that they bought to any kind of use. They are buying the products and not doing anything with them.

Even if you know that 1,000 people have bought PLR in your niche, more than 900 of them will not be touching that PLR.

But let's say that by some miracle, 900 of those 1,000 other PLR buyers did use the same PLR that you are using. The odds are very slim that they are changing that PLR enough for it to be considered unique and the odds that they are changing the format of that PLR are even slimmer.

Luckily you are in the right place, because you will know how to do both of these things by the end of this guide ;)


**4 – There are many PLR sellers out there**

If you are still not sold on the whole PLR concept, consider this – there are many PLR sellers out there. I am not talking about the slimy PLR sellers who have cruddy PLR that you will never be able to use either. The kind of PLR that I am talking about is the PLR that is well written from a respectable seller and allows you to turn that PLR into money quickly.

And there aren't just a lot of different PLR sellers out there selling PLR in your niche, there are also different *types* of PLR sites.


Some types of PLR sites include:

- PLR writing sites (articles, blog posts, emails, reports, eBooks, etc.)
- PLR video sites
- PLR photo sites
- PLR sales letter sites
- PLR membership sites

So let's go back to the niche of 'Nightmare Before Christmas Theme Parties', (that's a fun enough niche), even if you and alllll of your competitors are using PLR to find content for your sites, the odds of all you using the exact same PLR are pretty slim when you factor in the many PLR sellers that are out there.

And those odds go from slim to none when you factor in the many types of PLR content that people are buying.

# Chapter 2 – The Law of the 2 C's

So let's say that your favorite PLR seller has just released a brand new limited PLR bundle and you want to buy it before anyone else does. You know that if you get this bundle you will have enough content to make some decent money in your niche and grow your business.

The only problem is that you have already used your spendable business money for this month and you know that if you get this limited PLR bundle, you will have to pay for it using your household funds.

In other words, you can't afford to buy this PLR if there is any chance that you are not going to use it.

But where do you start? When you are dealing with PLR, there are a lot of things that you can do to make you money. But rather than bog your mind down with all of that right now, I can break it down for you in two easy steps, the law of the 2 C's. Before you buy any PLR, you want to think about the law of the 2 C's and have a plan in mind. If you buy your PLR with a plan already in your mind, you are much more likely to turn a profit with that PLR – better yet you are more likely to turn a *fast* profit with that PLR.

### The Two C's

- Change It Up
- Cash It In

## *Change It Up*

The first thing you want to know about your PLR is how you are going to change it up. What are you going to do with that PLR to make it unique to you, give it your signature, and make it your own?

Making money with PLR isn't as simple as just buying something, throwing it up on a website and going about your merry way, but it is the next best thing. When you buy PLR, you are getting content and research that has been done for you. But you still need to take personal responsibility for what you put out there – it is your business after all.

In just a little bit, we are going to start talking about the many awesome and clever ways to change your PLR formatting so that you can make the most out of the product that you purchased, (trust me – it is mind blowing), but for now let's take a look at the first and easiest way to change something – rewriting.

If you think have no idea how you can rewrite something to make it your own, don't worry, you

are not alone. In fact, writing doesn't come easily or naturally for a lot of people. But one of the biggest mistakes you can make in your business is *not* taking the time to rewrite the PLR that you buy. Remember, PLR is the fastest way to make a quick profit in your business – when you know how to use it.

## The Most Common Way To Rewrite – Hire A Ghostwriter

If you have been profitable in your business for awhile, then you are likely already familiar with what a ghostwriter is. You already know where to find them, how to use them, and how to get the best work in the fastest time without breaking your budget.

You my friend, may advance to the next chapter.

But for those of you who aren't comfortable writing and are not familiar with hiring someone else to do your writing or rewriting for you, we are going to go over a few tips and pointers so that you can hit the ground running.

## What Is a Ghostwriter?

In a nutshell, a ghostwriter is someone who writes something for you that they cannot take any credit for later on. For example, when I was a ghostwriter I would frequently create articles for others to use on their websites and make money. They could literally make a million dollars off of something that I had written and I would not be able to take any of the credit for it.

Typically, a ghostwriter will be able to handle much of your content writing for you. Ghostwritten content should be so good that you don't have to make many changes to it before using it on your websites. And since that ghostwriter is creating the content exclusively for you, you don't have to worry about completely rewriting the content.

For original content, a ghostwriter can charge you anywhere between $5-$30 per page depending on how good they are and how long they have been in business. This typically includes doing all of the research on your topic as well as writing that content.

But when it comes to your PLR content, a ghostwriter will not have to do any type of research or create any original content – they simply need to rewrite what is already there. So while a good ghostwriter could charge you an arm and a leg for original content, their prices are usually much lower for rewritten content.

## Some Examples of What A Ghostwriter Can Handle:
- Articles

- Blog Posts

- eBooks

- Reports

- Email Autoresponders

- Product Reviews

Once you find a writer that you like, let them know that you have PLR that needs to be rewritten. Usually you will get your work back somewhere between 5-10 days but again, all of that depends on the writer that you have hired and what their terms are.


**Where Can You Find Them?**

So now that you know what a ghostwriter is the next question of course is where are they hiding out? If you have no idea where to start looking for ghostwriters, it can feel impossible to find one that will work for you.

Luckily, I am about to make it very easy for you :)

Odesk – Odesk is one of the best places to find ghostwriters, virtual assistants, graphic artists, and all sorts of people who will make your business run smoothly. One of the best things about Odesk is that it allows you to check out a lot of different ghostwriters at once and see what each one is about before you actually contact anyone.

Some of the things that you can see about your potential ghostwriters include:

- What they charge

- Work History and Feedback

- Samples of Their Work

- Others services they offer

All of these are important things for you to know. Before you give money to anyone for a service you want to know what kind of a track record they have with other clients and you want to have access to samples of their work. Knowing both of these things is going to help you to know that the quality of work you get back is going to be good.

You also want to know what other services a potential ghostwriter offers because if you like them as a ghostwriter, it would be easy to go back and use them to help you in other aspects of your business.

While Odesk is my personal favorite site, you need to find the site that works for you. If you aren't 'clicking' with Odesk, here are some other places that you can go to find ghostwriters:

- Elance – very similar to Odesk

- Fiverr – only $5 to have a variety of different tasks done for you.

- Warrior Forum – a place where many marketers hang out. They have a section called 'Warriors for Hire' where ghostwriters will frequently offer specials

Sometimes virtual assistants will also rewrite content for you, but you want to be sure that you see samples of their writing work.


When You Get Your Project Back

So let's say that you have gotten some Pregnancy PLR to grow your business, you have found your ghostwriter, and you have had them rewrite that PLR for you. There are still two very crucial things that you need to do before you can start to make money with that content.

Take It To Copyscape

Copyscape is a website that will make sure that your content has not been plagiarized in any way. You would simply take your rewritten PLR and add it into Copyscape and they will do a search to see if there is any written content online that directly matches the content that you have.

Anytime you get work back from a ghostwriter that you have just started working with, you should make sure that the content passes the 'Copyscape test' – that way you know what you are putting out there is unique to you and your business.

Remember, when you buy PLR, that PLR is going to be on the internet already, but after you take the time to rewrite the PLR and give it your personal touch, that content should easily be able to pass the Copyscape test.


### *A Simple Tip to Make It Your Own*

After you know that your rewritten PLR is unique to you and only you, you want to add your 'signature' to the content. This should be something that is personal to you and something that will allow your readers to feel more connected to you as a person.

So let's say that my content was about doll repair, and I had a complete report on how to repair dolls. As a girl, I have had many dolls in my life, and I would have loved it if I had known how to repair them so that I could save them for my children and grandchildren. I could talk about that throughout the report. I could maybe say something about what my first doll was, how I used to carry it around everywhere, and how upsetting it was when that doll had to 'go to heaven'.

Then later in the report I could talk a little about my child's first doll and how if got chewed up by my dog and what I did to save that doll.

And boom, just like that the PLR that everyone and their mothers have bought is now completely unique to you. Yep, it's really that easy ;)

# Chapter 3 – PLR For Social Media

Ahhh, social media, the biggest and best way to build those crucial relationships that you need to make your business grow and keep it thriving. After all, when you are social it allows people to feel like they can connect with you on a human level. You are not just some random person behind a computer that wants money from them and you are more than an email in their inbox every week.

When you are social, you are can use your knowledge to help someone in your niche with their problems but you are also a person, just like them.

So for instance if you are selling advice on how to repair dolls and that is something that I need help with, then not only will you be someone that can help me repair that doll but you will also be someone that I feel a genuine connection with. Why?

 - because you tweeted about taking care of your sick child one day and I know I have been there

- because you made a post on Facebook about how excited you are about your upcoming vacation to the beach and I personally love the beach

- because you come off as something more than just an expert on repairing dolls, you come off as a human being and that makes you someone that I will want to listen to.

When you use PLR in your social media, you are giving yourself the ability to free up more time to grow your business, while you are still teaching your audience valuable information about your niche.


## *PLR For Twitter*

Twitter is not only a popular place, it is also an easy place for you to make a splash online with your PLR. Because each tweet can only be 140 characters, you have to really be sure that you say what you want to say in the simplest form possible. But at the same time, you want to be sure that whatever you say packs a punch for your audience.

This is something that is really easy to do when you are using PLR. In fact, you can even use your PLR for Twitter *without* paying someone to rewrite any of it for you. And better yet, you can even take bad PLR and use it for Twitter – it's a win win!

So let's say that you have a PLR article that you have just bought, and you haven't changed it in any way. Here are a few steps to turn that PLR into tweets in no time:

1) Take out three or four facts about your niche from the PLR

2) Turn them into three or four separate tweets

3) Add a hashtag at the end about your niche, (for some added exposure)

Not only is this extremely simple but it works extremely well. Even the worst PLR on the planet should be able to give you three or four interesting sentences or facts that you can use for your audience. These don't have to be long, they just have to be interesting or factual.

So let's say that you have an article all about Popular toys, and this article is absolutely horrible. It is poorly written, it has a lot of misspellings, and it is dull. The article is about 700 words but you can only find four logical sentences out of the whole thing.

- Toys – they are for kids of all ages

- One Direction dolls are an extremely popular toy

- Where do you get your favorite toys?

- Educational toys are a great way to enhance brain development

Boom, there you have it, a weeks worth of tweets for your niche from that one Toy PLR pack. All you needed to do was get your PLR, and turn it into tweets and go on your merry way, nothing else to it.

And then at the end of each tweet you can use a hashtag with the name of your niche so that you can get even more traffic from this. So if you are in the popular toys niche, your hashtag would be #populartoys.


## *PLR For Facebook*

When you use PLR for Twitter, you have to keep it small and simple, but using PLR for Facebook is a whole nother ballgame entirely. Let's stick with the popular toys niche so that you can get a clear picture of how different it is to use PLR in the Facebook world as opposed to using PLR in the Twitter world.

So once again, you have your PLR in your hand, you haven't had it rewritten yet and you are simply looking at it. What do you do from here? Since Facebook is so much more 'visual' than Twitter, you can start by turning those sentences into something that your readers would find visually appealing.


Once again, here are your sentences:

- Toys – they are for kids of all ages

- One Direction dolls are an extremely popular toy

- Where do you get your favorite toys?

- Educational toys are a great way to enhance brain development

Here is what you can do with those sentences:

- Make a video for each one of these sentences. In each video you would use the sentence as the main focus of your video and then you would tell a personal story that relates to that sentence. You could do one video for each sentence and you could add those videos to your Facebook page

- Use a tool like Powerpoint to turn each sentence into a separate graphic and put that graphic onto Facebook. Just create the Powerpoint slide and use a 'snipping tool' to turn that slide into a JPG (Google 'free snipping tool' if you have no idea what I am talking about here)

- Just write the sentences out on Facebook

- Turn the sentences into questions and spark some Facebook engagement.

And these are just things you can do within the first 30 minutes of getting that one PLR article. Imagine the endless possibilities you will have with that PLR once you have gotten it rewritten!

## *PLR For Pinterest*

Let's face it, you can't talk about Facebook and Twitter without talking about Pinterest. Many people don't think of using Pinterest when they are using their PLR, but that is a huge mistake! So *many* people use Pinterest and so *few* marketers build their niches there that you can easily swoop in and make a presence there.

So using the same four sentences about popular toys (we are almost done with these, I swear), here are a few things we could do:

- Go back to Powerpoint, write the sentence out on a Powerpoint slide, add a pretty graphic, add your website name, and pin it

- Create short videos with personal stories around each sentence and pin the videos to Pinterest

And there you have it, two easy ways to use your PLR on Pinterest right now.

Using PLR in your social media is a great way to get content and be social. Even if you have PLR that you are only able to use three or four sentences from, there are a lot of ways that you can use that PLR and there are a lot of places where you can put that PLR socially. What works even better is if you can break your PLR article into four or five separate parts and you can create a short mini course for the week – giving one tip a day for five days and making sure all of the tips are from the same overall topic.

# Chapter 4 – Turning PLR into Video and Audio

Creating video and audio is a great way to expand your reach socially. Not only that, but you can easily add these things to Facebook, Pinterest, or your own website in order to reach your audience in different ways.

Now remember, when it comes to figuring out what to say on your videos, you can either rewrite your PLR and use that as your script or you can take a few points from your PLR and add your personal stories to them and market them that way.

So if I was in a niche that was all about Video Games, I could take one point from my Video Game PLR and then build that point around my experiences with video games.

## *Making it All Pretty*

Once you know what you are going to say, you need to figure out how you are going to say it. The easiest thing to do would be to videotape yourself talking to the camera. Not only does this let people get the sense that they know who you are but this also saves you the time of putting together any kind of video presentation.

But there are a lot of people who just don't feel comfortable putting themselves on video. That is okay too, after all if you are uncomfortable on camera people will know. So what is the next best thing? Making a video presentation.

I know, it might sound a little intimidating, but making a presentation can actually be pretty easy. There are all sorts of free tools out there that will let you create and add sound to a video in minutes. But I am not going to get into all of that here, instead I am going to tell you how I do it.

**How I Create Video Presentations In 3 Steps:**

1) Create slides with Powerpoint (typically, I get pictures related to my niche from Fotolia.com, but you can get it from anywhere you like as long as they are royalty free)

2) Put on my headphones with the nifty little mic

3) Use Snagit to do a screen capture of my powerpoint presentation. I go through the Powerpoint presentation slides as I am speaking from my script. (By the way, Snagit has a one month free trial)

Once you have everything in place and prettied up, it is time for you to start sending it out and making money from it. Obviously, the most popular way to do this is to slap those videos on Youtube and then embed them into your website, add them to Facebook, and send them to your list.

But believe it or not, there is even *more* that you can do when you turn your PLR into audio or videos

**Offer it as a bonus**

Have you ever bought a product that offers MP3's as one of the bonuses? MP3s are great because they give people the option of listening to your product while they are on the go. Creating MP3s is also extremely easy because you are simply reading your product word by word, what could be easier than that? The other great thing about turning your audio into MP3s is that you can do it quickly. Think about it, even if It takes you an hour to read your eBook and turn it into an MP3, that is a product that you will have for the rest of your online career. You can offer it as a bonus for products you create, you can use it to build your lists, you can even sell it for a small price on your own website.

**Make Podcasts**

I am not going to spend too much time here because honestly, I don't do podcasts at the moment and I don't want to steer you in the wrong direction. But I do know of a lot of people who are doing well for themselves in the podcast world so it is worth mentioning.

Remember, people like to get a sense of who it is that they are buying from. They want to feel like you are a real person and not just someone on the other end of the computer. When you offer a podcast, you are giving people the chance to hear your voice, to learn from you, and to connect with you. You can also put your podcast up on Itunes, giving you more reach in your business.

If you get a few PLR packs on the same topic, you can easily create a small podcast series based on those topics. Just take the PLR, make a few notes based on that PLR, and go from there. Or you can hire someone to write out a sample script or the outline of a script for you to follow based on the PLR.

**Turn Your PLR Into Webinars**

The thing about webinars is this, they are an easy way for you to promote your products, connect with others, and grow your list all at the same time. And best of all, your webinar doesn't have to be live, you can record it on your own time and let people listen to the replays.

Because a webinar is both audio and visual, you will need to have a script as well as a visual presentation. I am sure by now you already know what I am going to say, but I have to say it anyway…. You can take your PLR articles and turn them into a script or have someone make a sample script for you so that you have something to go off of while you are recording the webinar. As for the visual part, you will still use Powerpoint to create relevant slides so that

you have something to show people while you are presenting your webinar.

But the good news is that creating these slides will be a snap. You can make these slides into:

- Pictures

- Checklists

- Step By step processes

- Tips

- Quotes from your webinar that your audience needs to remember

And of course, if you have taken similar PLR and created a product out of it, you can promote that product to your webinar viewers. For instance, you could have a webinar on the top 3 ways to start the HCG Diet and have a product based around success on the HCG diet. People who are interested in getting into the HCG Diet are likely interested in being successful on the diet too, so it would be an easy sell. You could just pick up your HCG Diet PLR and get your webinar created in a snap.

# Chapter 5 – Using PLR For Your Email List

Have you ever heard the phrase, 'the money is in the list'? Well, that phrase is true. I have to tell you that if someone came to me today and told me that I could only keep one part of my business, I would say my email list. After all, it might be a headache to redesign my websites, but losing my ability to keep in touch with my customers means that I lose my ability to make instant money…and I think we can all agree that isn't a good way to do business.

There are a few ways that you can use PLR for your email list, but before you do any of them your first step is to have your PLR rewritten. Anytime you use your PLR in full written format, it is a good idea to have it rewritten. The reason is because even though the odds are very slim that someone else will be using your exact same PLR, you want to give your PLR your unique voice.

And just like with videos, you want to add your personal stories, tips, and thoughts throughout the PLR that you are going to use for your email list. Remember, this is going to go a long way in helping your readers feel like they can connect with you and making your PLR unique to you.


## *Using PLR To Keep Your List Happy*

Once you have your PLR at a point where it is unique to you, it is time to use that PLR to keep your list happy. You can do this in a variety of ways, but the easiest way is to use that PLR to build an autoresponder series.

What is an autoresponder series? It is a list of emails that typically goes through the course of a year. What many marketers do is create a years worth of emails that have nothing but tips and information in them and then they schedule those emails to go out weekly or bi-weekly.

Remember, the more free information you give out to your customers, the more they are going to trust you and believe what you have to say. So if there is a product launch that you want to promote to your list, you will already have the trust from those customers built up because they have been getting really good email information from you.

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*Tip:* For a little bit of extra income, you can add some related affiliate product reviews into your email series using PLR product reviews

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## *Use PLR To Create Your Email Giveaway*

The easiest way to get someone to sign up for your email list is to give them something in return. This something doesn't have to be big, but it does have to be something that is going to interest them and make them want to know more.

If you aren't thrilled at the thought of taking the time to create a freebie for your list, consider this:

'When you make a product once, you will have it for a lifetime'

Just because it is a freebie doesn't mean that you won't be making money from it. Remember, the first step to any sale is getting your audience to trust you, and having a freebie for them goes a long way in getting them to trust you.

**You Can Use Your PLR To Create A Ton Of Different Freebies!**

Now that you know how important it is to have a freebie for your list, the only question left is what kind of freebie should you make and where should you get it from?

There are many ways to create a great freebie that will encourage people to sign up for your list.

Popular Freebies To Build Your List:

- Report

- MP3

- eBook Chapter

- Webinar Replays

- Video Series

These are just a few of the many types of freebies that you can create with your PLR and use to grow your list.

> **Tip:** Take one piece of PLR and reformat it into 2-3 different content pieces to create a 'freebie bundle'!

# Chapter 6 – Using PLR For Membership Sites

When it comes to growing your business and creating the financial freedom that people work so hard for, at some point you need to create multiple income streams for yourself. There are plenty of ways that you can do this, but the easiest is to use your PLR to create membership sites.

## *Why Membership Sites?*

If you have a membership site, you have automatic recurring income. In other words, each and every month you know that you will get money in your account because you have those membership subscribers paying for exclusive access to what you are selling.

For instance, let's say that I have a muscle building membership site. Muscle building is something that interests me and it is something I love learning more about, so having a membership site is a great way for me to make some decent money from my passion.

When I am planning for my site, I have a lot to say, so I easily whip up 2 product reviews, a muscle building checklist and a muscle building report. Even though I don't really like to write I really enjoy writing these things because this is my passion.

So I decide that since I was able to do all of that so quickly, I can easily do that every month. So I promise customers that if they sign up for my membership site, they will get 2 product reviews, a checklist, and a report every month that they are a member. And it works, I get 500 new subscribers in the first month and they each pay me $10 a month. Just like that I have added an extra *$5,000* to my monthly income.

But there is a problem….

I go through the first 3 months creating content like wildfire and by month 4 I am completely burnt out. I have no more passion for writing, I have nothing left to say, and I am really struggling to create the content that my customers are paying for.

By the end of month 4 I have lost the majority of my subscribers, I have lost the reputation that I have built for myself, and I am struggling to keep what little subscribers I have left.

Now Let's Run That Scenario Another Way….

(I know this is long but stay with me – I promise it will be worth it).

I find a Muscle Building PLR Membership Site, (or better yet 2 so that I always have a backup), subscribe to that site, and have plr content coming to my inbox every month. Remember, this is content that I can sell as my own information, so I decide to create a membership site where my subscribers get exclusive content from me every month.

Each month I go through the Muscle Building PLR I get from the membership site, I have it rewritten, I make it my own, and I throw it up on my site. I keep myself loaded with content, I keep my customers happy, and I look like an expert.

Best of all, because I took the time to make that Muscle Building PLR unique to me, none of my subscribers ever guess that I am actually getting my content from somewhere else.

My 500 subscribers stay with me for a long time and I create a second Muscle Building Recipe Membership site based on a Muscle Building PLR recipe membership site that I found and start making a second recurring income stream for myself.

Do you see what I have just done? I have just used PLR to help me turn my passion into a full time business.

# Chapter 7 – Using PLR to Create an Infoproduct

This is no doubt the chapter that many of you have been waiting to get to. And it's no wonder, Infoproducts is a great way for you to brand yourself as an expert and make a boatload of money in your niche. This is where everything that we have been talking about up to this point really starts to come together.

And once you have a product that you own, you can do a lot of different things to keep making money off of that product for a long time to come. For instance, even if you have an old Infoproduct you can still make money from it by:

- Breaking it up into smaller products to sell

- Selling the PLR rights to it

- Creating a complimentary product to the first product and sell both for the price of one

- Change the format, add a few bonuses, and repackage it as an 'updated version'

Okay, so now that I have you sold on the need to have an Infoproduct, let's look at some of the ways to use PLR to make that Infoproduct your own. Remember, all of these are things that you will do *after* you have rewritten the PLR and added your personal touch to it.

I am going to talk about creating an Infoproduct based around a [PLR Bundle](#) that you already have. But even if you don't have a bundle, you can still grab a series of related PLR article packs and build an Infoproduct around that. It might take a little more time, but it will still be well worth it in the long run.

You can also build your own [PLR bundle](#) by going to different PLR sellers who have related PLR sites and grabbing different pieces of PLR from each of them. For instance, if I was in the credit repair niche I could get credit repair articles from one site, credit repair blog posts from another site, a report from a third site, etc.

If you are creating an Infoproduct, here is a list of the types of PLR that you might want

- 5 PLR Emails

- PLR Report

- PLR eBook

- PLR Sales Page

- Extra small PLR reports based on your niche (these can be added as bonuses)

Other than having an eBook, you don't necessarily *need* any of the other things to make your Infoproduct, but having them will definitely make your life a lot easier. Paying someone to create all of this from scratch could cost you an arm and a leg, but paying someone to rewrite the PLR of each of these things will be much cheaper. You want your Infoproduct launch to be

a success, but you also don't want to spend an arm and a leg getting your product ready.

Believe it or not, there are marketing stories out there of people who have spent a large amount of money on building their Infoproduct only to have the product not be as popular as they thought it would be. These people actually lost money because what they made in sales was not enough to cover what they spent on creating their product.

It doesn't happen a lot but it does happen and you want to be sure that you take every precaution to make sure that it does not happen to you.

So let's say that you are launching an Paleo Diet product and you have just bought a [Paleo Diet PLR Bundle](#) that has all of the Paleo Diet PLR that you need to launch your Infoproduct and you have had it all rewritten and made all of it unique to you, let's look at how you can use that PLR for your Infoproduct.

1) PLR Report – Use your report as a 'freebie' to get people excited about your product release. When they download the report, they will get added to your email list

2) PLR Emails – Turn your emails into a small ecourse based around what your Infoproduct will be on. For instance, if you could do an ecourse based around your Paleo Diet foods list and your Infoproduct could be based on popular Paleo Diet recipes

3) PLR eBook – this will be your actual Infoproduct

4) PLR Sales Page – you can easily use a free program like Kompozer and make that sales page unique to you. Having a good looking sales page will make you look professional to your audience and it will take very little time for you to edit

5) Extra PLR Reports – These can be offered as bonuses to make your packages look more desirable.


## *But Wait…There's More*

Another great thing about using PLR for your Infoproduct is that you can easily reformat that PLR in different ways to make your Infoproduct look more attractive to your customers.

People love bonuses, they love feeling like you are overdelivering on the product that you are giving them. And if you give them a good product, they will be much more likely to want to come back to you in the future.

They could buy 10 different Infoproducts on the Paleo Diet, but because you gave them the most quality information for their money they will be much more likely to buy from you again.

So let's say that I have my entire Paleo Diet Infoproduct finished, but I would like to add some more bonuses for my customers. I don't have the budget to pay someone to create more content for me, but I really want my Paleo product to stand out from the other products out there and I know that offering more bonuses is great way to do that.

What's the easiest way that I can do this? Take parts of the Infoproduct that you have created and *reformat* it for your customers!

- Turn that eBook into an MP3 that they can listen to on the go
- Make a Simple Question and Answer sheet based around the most popular topics in your Infoproduct
- Make a Checklist that they can print out and keep with them
- Make a Mindmap for them showing how all of the things they learned in your Infoproduct work together
- Create videos based on popular topics from your Infoproduct

And the list goes on and on. There are literally *endless* ways that you can use your PLR for your Infoproducts. And each of these ways is fast, easy, and can make you a good amount of money.

Once you have your first Infoproduct created, take some of the profits from that and create a complimentary product based around more PLR in that niche. Once you do this you will be amazed at the audience that you have gotten for yourself, and the large amount of money that you are able to create for yourself.

# Conclusion

When it is used right, PLR can grow your business in amazing ways. Whether you are looking to branch out your business into multiple income streams or you are simply looking for a bit of fresh content for an existing business, PLR can give you that.

The key is to use your PLR. So many people make the mistake of buying PLR and not using it. This isn't their fault, they simply don't know how to make that PLR unique to them, they don't know how to give that PLR their 'signature' and make it their own.

They buy the content because they know that it is good content and they know that it can help them to grow their business but they don't know what to do with the content once they have it.

Don't let this happen to you.

The purpose of this eBook is to give you a picture of just how easy it can be to use PLR to grow your business. It is much more than just simple rewriting. When you reformat that PLR, changing it into different products, you can literally use the same piece of PLR over and over again to make money in many different ways.

I know It feels easier to make your content on your own, I have been there myself, but the reality is that you want to find a way to keep fresh content coming to your customers while you still have time to grow your business and add more income to your bottom line.

PLR is a great way to do just that. Not only does PLR give you instant content that has already been researched, but it also gives you fresh ideas, fresh topics, and new facts to share with your clients.

If you ever have any questions on using your PLR, feel free to shoot me an email at: Rachel@RachelYoungPLR.com


To Your Success!

Rachel Young

www.RachelYoungPLR.com

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# Want Me to Give You Money?

Thank You for taking the time to read the PLR Profit Report. I hope that you enjoyed it and you find it useful as you start to use PLR to grow your business.

Now I want to take a second to talk to you about another way that you can make money using PLR. As an affiliate of RachelYoungPLR.com, you can earn money by recommending my PLR to others.

Some of the Benefits Of Being a RachelYoungPLR Affiliate:

- 50% Commissions
- Weekly Payouts
- Monthly Commission bumps for the most PLR sales
- PLR Training Reports that You can Sell and Keep 100% Of the Profits
- Exclusive rebranding rights to my PLR reports
- And More!

I work hard to show my affiliates how much they matter and how wonderful I think they are. As my business grows, my ability to help them make money grows as well.

If you would like more information on joining the RachelYoungPLR Affiliates team, feel free to visit my Affiliates Page.

I would love the opportunity to work with you,

Have a great day,

Rachel Young