WHAT THE HECK IS PLR, ANYWAY? AND, HOW CAN IT MAKE ME MONEY?

YOUR QUESTIONS, ANSWERED.

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About Nicole:

Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole loves to help online business owners to earn more money AND have more fun! She is an expert in Affiliate Marketing, Affiliate Management, "Lazy Marketing" for passive profits, Outsourcing Effectively, and Marketing with Content. But, she's got a secret. She uses a LOT of shortcuts.

Nicole juggles a lot of things, but she does it all without owning a Blackberry or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work.

She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Luke & Einstein.

Please stop by Nicole's blog and sign up for updates to receive all the latest fun and learning for free!

Http://www. NicoleontheNet.com

Introduction

Before I jump in, I'd like to introduce myself if you haven't met me yet. I'm Nicole Dean, and I've been involved in Internet Marketing since 2004. I dabbled before that, but 2004 was the year that I actually started considering myself in business.

I tell people that I climbed up the learning curve with bloody fingers. I did everything the hard way. It was once I found shortcuts that I realized just how difficult I was making this "Internet Marketing thing" and I finally started to make some real money. Thankfully, I'm doing very well now and am enjoying both the financial goals that I set out for myself, but more importantly the lifestyle that I'd always wanted – working when I want, where I want.

ok. Let's talk shortcuts. We all have limited hours in the day, so how can we get more done in less time? PLR is one of my absolute favorite shortcuts for any online business owner. Unfortunately it sometimes gets a bad rap and is oftentimes confusing to bloggers.

Awhile back I asked my readers to send in their biggest questions about using PLR in their businesses. I answered them all in this document.

I hope it is helpful!

Warmly,

I'm on iTunes: http://www.itunes.com/podcast?id=392275832

The Basics

What exactly is PLR?

Private Label Rights (PLR) articles are written and sold to multiple online business

owners to use on their websites, blogs, in their ezines, or to create infoproducts.

The great thing about PLR articles is that you can edit the content, load it up with links to recommended products and services, translate it into multiple languages if you wish, and you can put your own name on the content to establish yourself as an expert. They're fantastic for people who are not prolific writers or who just would prefer to focus on other areas of their business.

PLR articles were invented to make it easier and more profitable to be in online business. Any blogger or webmaster knows that you want to create a large amount of valuable content to keep your online business growing. It doesn't matter whether you're writing a Food Blog or are selling Beauty Supplies – you'll want articles for your blog and also for your ezine or newsletters to offer fresh information to your customers on an ongoing basis.

The problem lies in creating it all. That's where PLR comes in. PLR articles are written by professional writers and sold to multiple people. It's kind of like splitting the costs of having them written for you. You get great content at a very affordable price (usually around $1/article).

And if you're a busy blogger – blogging is about to become super fun, more productive, and, hopefully, more profitable for you.

I've been providing PLR content to Internet Marketers since 2006 and run one of the most respected PLR sites online. All of the PLR articles and reports are written by my team of writers and edited by a second member of my staff. It's all 100% ours and we limit the content so that we sell limited quantities of each pack.

Who can benefit from PLR?

That's a great question. Actually pretty much anyone with an online presence can benefit by using PLR.

Some of my customers are...

- Bloggers.
- Affiliate marketers.
- Virtual Assistants.
- Authors or those who wish to be.
- Podcast owners.

- Infoproduct Sellers.
- Membership Site Owners.
- Coaches.
- Consultants to Offline Businesses.
- Network Marketers/Direct Sellers.
- Realtors.
- Professionals.

Heck, a lot of the 'gurus' shop at my site. My customer list is pretty darned impressive if I do say so myself. I still get goosebumps when I see the marketers that I look up to buying my PLR to use as drafts in their projects. It makes me proud of what I do.

But, to sum up - pretty much anyone who has a website or blog or who assists someone who has an online business, can benefit from using PLR.

What are the Pros and Cons of PLR?

Let's compare PLR to a few other popular methods of creating blog posts.

1. Free reprint articles.
Yes, you can go to EzineArticles.com and grab content there for free, but – you can't edit it, and you must link to the author in your resource box. Plus, you have to sort through thousands of really awful articles in order to find the occasional gem there. (I sent my mom, who works as my VA, there to find some articles for me – and I got a phone call from her with a "What in the world?!" – It was more than embarrassing what she found on the site while she was looking for articles for me. UG. Very embarrassing.)

So, that's not my preferred method, unless you can find articles by experts – but, even in that case, you have to link to their website rather than to your own products and services.

Important notable exceptions:

- There are top quality reprint sites out there. I happen to own one – LadyPens.com – we focus on quality, rather than quantity. IdeaMarketers.com is also quite good.
- EzineArticles.com DOES attract experts. So, if you search for a person's name who is someone huge in your field (rather than just keywords), you will probably find them on that site.

However … with PLR, you link to what you want to, you can make the articles reflect

your own thoughts and opinions and experience, and you are the expert rather than endorsing someone else as the expert in your field.

2. Hiring a Ghostwriter.
I love Ghostwriters, but they're much, much more expensive than purchasing PLR. With PLR articles, you can normally get your articles for $1/article. If you hire a Ghostwriter, they can cost anywhere from $5-$50/article or more, depending on the quality that you're looking for.

What I recommend to my clients is that they start with PLR and then bring in a qualified Ghostwriter to improve/customize the articles if they do not have the time, ability, or inclination to edit them themselves.

3. Writing the Content from Scratch.
Of course, you can write all of your own content, but I personally find that sometimes I run fresh out of ideas, and get stuck staring at a white blank screen. That's when I'm so thankful for the PLR that I have stored in my blog in "draft" mode. I can open those PLR docs and use them as rough drafts to create blog posts that are original and showcase me as the expert that I am.

Rewriting/Tweaking PLR

Why should you customize your PLR? What's the benefit?

I always highly encourage our customers to customize the PLR that they purchase. Especially if you plan to post them on your blog, then the biggest reasons, in my opinion, to do so are:

1. SEO.
While it is not a requirement to edit the PLR articles that you purchase, smart marketers do so. At the very least, I would encourage you to change the title of the article to reflect the keywords that you're aiming for, and to make the page a touch different than others who purchased the same article. I'll get into that a bit more in the next question.

2. Branding.
I would also consider branding your business as another reason to alter the articles. Including positive customer quotes and examples specific to your company will certainly benefit your customers' image of your brand.

3. Niching them Down.

Always niche down the articles, whenever possible. If you're in the Beagle niche and you purchase a set of puppy PLR articles, then edit them to be specifically about the Beagle breed, including photos, of course.

4. Adding More Value for your Readers.
You're the expert, right? You know your market inside and out, hopefully. So, adding your own insights and opinions to the articles will make them better than when the articles leave my PLR store. I believe that getting these quality articles into the hands of experts, like yourself, who can then add their own knowledge, should make the web a better place.

What is the best way to customize PLR for your own use?

Rather than saying to "edit" the content as many PLR site owners do, simply to mix up the words, but keeping the same overall value – I recommend that you add value to the PLR articles.

Honestly, I think so much time and energy is spent in rewriting PLR that it's saddening. I know it sounds all warm and fuzzy, but, if the content is going to represent your business, why not add some "YOU" in it?

So, I recommend that you add some of the following:

- Personal stories from your own life that relate to the topic.
- Tips.
- Examples you've run into that illustrate your point. (See the beagle example above.)
- Photos from your own results (in weight loss, fitness, or even acne PLR)
- Lists – like this one.
- Case Studies.
- Video.
- Related Products.
- Relevant News.
- Quotes – either your own, your customers, your employees, family, or even famous people.
- The other side of the coin. Can you argue with what is presented in the PLR? Give alternate opinions.
- Charts, Graphs, that show the theory in action.
- Interview Questions. Ask your readers for their opinion in a survey and add those blurbs to the content.

- Your own opinions (For instance, in parenting PLR)
- What not to do in certain cases (in internet marketing PLR)
- Research that you've heard (in health PLR)
- Screenshots from your own websites (in making money online PLR)

And, that's just off the top of my head. Your customers and readers want to know what YOU think, so enhance your PLR. You'll stand head and shoulders above most other online business owners just by doing that one thing.

Can you tell us step by step how to customize it?

Sure.

1. Start with high-quality PLR articles. That helps. Of course, I'd recommend my site: EasyPLR.com
2. Open the articles. Most people just leave them sitting on their hard drive.
3. Copy & paste the articles into Blog Drafts, renaming each one as you go. This should take about 5 minutes. It will take a few more if you're researching keywords at the same time.

At this point, you'll be ahead of 99% of the other marketers who don't make it this far.

Then, every time you log into your blog and think "What should I write about today?" Look through those drafts. Pick one and dive in.

The important things to note are:

1. Start with great content. Without that, you're going to struggle.
2. Get it onto your blog. That's huge. It's much easier to start with a draft and get writing than it is a blank screen.
3. When you tackle it, think about **improving** it, not **rewriting** it. Big difference.

PLR and the Search Engines

Will using PLR content hurt your search engine rating?

First of all, the sad truth is that most people that buy PLR articles do not ever use them, so there really isn't as much competition out there are you might think.

Secondly, those that do use them, normally throw them up quickly and don't do any

search engine optimization or editing to make the articles unique. So, by doing those things, you'll be head and shoulders ahead of the competition – and the search engines will still love you.

PLR & Duplicate content penalties...truth or fiction?

Yes, of course, but possibly not the way you understand it. Google can only list so many of the exact same articles in their results. They're not stupid. It only makes sense for them to list the versions of the articles that are on the most important sites first and drop off the rest. At least for the exact duplicates.

Again, that's where enhancing and improving and customizing our PLR articles becomes important.

How to Use PLR in your Business.

What are 2 simple ways to use PLR articles?

There are many, many ways to use PLR articles, but I'll try to keep it simple.

The first, and easiest way to use your PLR articles is as blog content which I've already mentioned. I recommend that you purchase a small amount of PLR like a set of PLR articles and copy and paste each article into your blog and save them as drafts. That way, when you log in and need an idea for your next blog post, you'll have content sitting there, waiting for you to add your magic touch.

As for the second, it's so hard to choose. I really love offering valuable free pdfs to my readers and customers. If you purchase a set of PLR articles from somewhere like my site: Easy PLR Articles, then it's really easy to transform those into a report or ebook that you can give away to your lists as a gift. Each set of PLR articles comes in a Word document, so all you have to do is open it in a free program like OpenOffice.org, edit the document, add your photo and some links, and then click on the “save as pdf” button and you're done. Then you'll have a valuable report that you can give away, offer as a bonus to your existing products, offer to competitors to give away to their customers, include in giveaway events or use in any of 100 other ways.

How often should you use PLR as blog posts?

Well, that depends. If you're revamping each of the PLR articles, you can use them frequently. However, if you're not changing much in the articles, I'd say once every 5 or

10 blog posts.

If it's quality PLR do I still need to re-write it?

"Re-write" isn't my favorite term for what I recommend you do with PLR.

- Re-write to me means to keep the same exact content but just say it differently.
- The word rewrite means that you'd keep the same meaning but restate the way you say it.

See? Those two sentences are re-written. Not much was added in the way of value. Re-writing is mostly a thing that people do when they're worried about duplicate content and it simply means that you change everything in a document, even the perfectly good parts.

Yes, if you're adding the content directly to your website or blog and you want it to attract the Search Engines (as opposed to content that is posted in a private area that only paid member see) you will want to edit the content.

What is your one favorite use of PLR?

Oh goodness. One favorite? Well, if I had to answer with just one, I would have to say using PLR for list building. As internet marketers, we have to be constantly working on building a list of raving fans, right? So, I would recommend that, if you only used PLR in one way, it would be to build that relationship with the people on your list – by sending them regular articles or reports (in this instance, created with a mixture of PLR and the information from your own head).

Choosing Quality PLR

What should you look for when deciding what PLR content to purchase?

Well, I'm obviously biased, but here's the honest to God truth. I am a PLR snob. I've personally wasted money on junk PLR in the past and it's been frustrating. In fact, that's why I started my site – from my own personal need for quality content.

I'd say the following must be met before you should even consider taking out your wallet.

- The site has been around for some time with a good reputation.

- The owner is a respected name that you can find when you Google him/her.
- Visible contact information provided on the site.
- The option of purchasing packages of PLR as opposed to being locked into a monthly membership.
- The ability to buy only the topics that you want, instead of getting a huge package of recycled junk.
- Preferably a site that sells limited quantities of the PLR. (Some sites sell the same content to thousands of site and allow them to do the same. That's not preferred if you're using the content on your blog.)

Of course my site meets all of the criteria above. Surprise, right? :)

Here's the link again if you want to look around:

EasyPLR.com

Be picky. It's your money and it doesn't do you any good to purchase articles that are so poorly written that you have to rewrite them completely in order to use them at all.

Common PLR Mistakes & Misconceptions

What are the biggest mistakes most people make in PLR?

The #1 mistake that people make when purchasing PLR is not using it. They buy it and let it sit on their hard drive until it's either out of date or totally forgotten. Listen to me when I say "It can't make you money, sitting on your hard drive!" Get that PLR content onto your websites so you can recoup your investment and build your passive income.

The other mistake that I see people making is that they purchase PLR articles and just copy/paste them exactly as they are onto their blogs. Even if you only change a bit of the article, I recommend putting in just a few minutes to make the articles unique to you. Showcase your expertise. Include personal examples. Or even just change the wording slightly to better connect with your market.

By doing those two things – using and customizing your PLR – you'll be ahead of 99.9% of the other marketers out there.

One final mistake is investing in JUNK PLR – which is old recycled content that has been circulating the web for years and isn't written with the reader in mind.

Can you explode any misconceptions that stop people venturing into using PLR content?

The biggest misconception that people have is that PLR is useless or that ghostwriters are stupid.

I've got to tell you that I've worked with some ghostwriters who are stinking brilliant in many ways. Oftentimes, they're fabulous communicators, smart marketers, and hard working entrepreneurs. And, yes, they're qualified to write quality information on many topics on the internet.

For awhile I had a nurse writing my health topics on my PLR site.

I don't just go to eLance.com and take the lowest bidder. To think that's how all PLR sites work would certainly be a misconception.

The other myth that isn't being discussed is that using PLR articles takes away your own value as the expert. If you use PLR articles as drafts, they are delivered to you, ready for you, as the expert, to add your unique thoughts to them. If you look at PLR like that – you can still keep your personality in your brand – and your sanity at the same time.

What would you say to someone who objects to PLR or ghostwriting as dishonest?

Most biographies in the bookstores are written by ghostwriters.

Most of the famous orations from our history were written by someone other than the public figure who gave the speech.

It's not cheating to get help. It's smart marketing.

Will my readers might know they're not getting original content and be upset?

There are two parts to that question.

1. If the articles are quality, readers will be happy. Honestly, people look for a few things when they're surfing the web. They want to be educated, entertained, or enhanced in some way. So, as long as you're buying PLR that accomplishes at

least one of those goals, you'll be good.
2. As I've mentioned, I recommend that you add some of your own personality and experiences to the PLR that you purchase. If you include examples from your own life – it will ensure that no other customer of mine will have the same article, because yours will have *you* in it.

Shopping for PLR

How do you recommend vetting PLR providers to make sure their stuff is quality?

Great question! I have a few criteria, but, in the end, it'll come down to actually buying a bit of the PLR offered and looking with your own eyes whether it's what you're looking for. It's funny, because I see those types of orders come through at EasyPLR.com all the time. I'll get an order for one article pack, and then another larger order from the same person a few minutes later. I always think "There's a smart cookie!"

Do you favor PLR membership sites or those that offer single items?

If you're new to using PLR, don't sign up for any membership site just yet. Choose a site like mine at EasyPLR.com where you can just buy what you need, when you need it. See if you'll use the content and then, you can always make a decision to join a membership site later.

I hope you've enjoyed this short report and it's given you ideas to run with.

Warmly,

Nicole Dean

More Resources from Nicole...

Is your Blog Lifeless? Give it CPR!

If you struggle to come up with new Blog posts, you know it can be draining. Sometimes in our frustration, we let our blogs get pretty lifeless. Breathe life back into your blog – without writing your fingers to the bone. Http://www.BlogCPR.com

Need More Traffic to Your Blog? Steal It!

Find out how Nicole has gotten a waiting list of people who want her to steal their web traffic: http://www.ebookprofitscoach.com/how-to-blog-world-tour.php

Sell your Product on Clickbank.

For infoproduct marketers, Clickbank is a hands-free way of selling online. Are you ready to get your infoproduct out of your computer and into the Internet — where it can start making moolah for you? **Check it out here:**
http://busymarketersguides.com/selling-on-clickbank

Protect Your Online Business BEFORE Disaster Strikes

You're One Cup of Coffee Away from Disaster. You've probably thought "I sure hope that I don't spill this coffee into my laptop." Wow. Scary to think about, isn't it? What would the ramifications be if you did? And, how long would it take you to recover from that?

And, that's just from a cup of coffee. Heck, that's an accident. What about intentional malice? Hackers, viruses, identity theft — eek! Learn how to protect yourself now, before it's too late:

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