

# HOW TO CREATE UNIQUE CONTENT .....WITH PLR

BY SHARYN SHELDON OF *BUSINESS CONTENT PLR*



**Stand out from the crowd!**

- You won't spend hours
- You don't have to do it all yourself
- You get a huge head start by using PLR
- You get loyal customers and readers coming back for more (and wanting to buy what you sell!)

# IMPORTANT

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<http://www.SharynSheldon.com>

**Need content immediately? For Professional Quality PLR content for internet marketers, visit:**

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## INTRODUCTION

### WHAT IS PLR?

PLR stand for "Private Label Rights", a common term that you may not realize you've seen before. Every time you buy a box of cereal in the supermarket that has the market's name on, you are buying a private label product. The salon-brand cosmetics at the hairdresser are PLR, as is the skin care that your dermatologist has his name on. Even that pharmacy-brand pain reliever is a PLR product. In fact, many of these products are the same as the popular name brand items, only they are cheaper.

When it comes to the digital PLR, you will find a huge range content for different niches, such as dog training, weight loss, green energy, and internet marketing (like I have at Business Content PLR). The majority of PLR you see sold will be in the form of articles and reports, though there are also videos, software, wallpapers, practical tools and more. No matter what form they take, what unites them all is that you can put your own name on them.

### WHAT ARE YOU ALLOWED TO DO WITH PLR?

Depending on where you buy it, each PLR seller will have slightly different rules about how you can use their products. You must read these rules carefully. Here are some of the most common PLR Rules you will see:

- **Use "As Is" only.** Some sites will only let you put your name on the PLR, but you are not allowed to change anything. Sometimes you can sell this PLR along with the rights for your customer to sell it as well. Sometimes only you can sell it, but not your customer.
- **Minimum Price.** There are sites that will restrict the price you sell the PLR for to a minimum amount. Often these are very large, extensive PLR packages that have a high value that the seller does not want diminished.
- **Any way you want, except resell or master resell rights.** There are those that will allow you to do pretty much anything you want, including cutting it up, combining it with other PLR, transforming it to a different format (such as text to video), or just giving it away as is. The most common exception here is that you cannot give someone else the rights to resell the PLR that you purchased. In other words, you can sell or use your PLR as a product for someone else to use, but you can't sell it for someone else to turn around and sell it themselves.
- **PLR you can resell.** Some sellers do allow you to give the resell rights to someone else. This type of PLR is often purchased by PLR sellers who want to create their own PLR sites. It could also be

a product, such as software, that you sell to someone who can then turn around and sell it themselves with their own name on it.

Confused? Just make sure you read the Terms of Service or PLR Restrictions that are listed on every PLR seller's site. Most of the ones that sell articles will let you change them and put your name on, but not allow you to give someone else the right to resell your product. Check the PLR Rules on my site for an example – [PLR Rules](#).

## WHAT ARE THE BENEFITS OF USING PLR?

Many people ask why they should use PLR rather than writing the content themselves or having a ghostwriter do it. There are two main reason people use PLR: to save time and to save money. Since time is money for internet marketers, the two benefits go together.

How PLR saves time and money:

1. **It's a ready-made product OR rough draft.** Whether you use it as a completed product or as merely a starting place for your own content, PLR can save you tons of time. You can make a few adjustments to the information you receive and publish it as-is, or you can take a little more time and rework it. But even if you give the PLR content a complete overhaul, it's a shortcut worth taking. Any writer can tell you it's much easier to have content to start from, rather than beginning from scratch, so even if you scrap 90 percent of the material and use only the table of contents, you've got a head start. That's one of the reasons I like to give buyers a complete outline of the PLR pack that they purchase. It's an easy starting point for rewriting.
2. **It's a quick way to create a ton of quality content.** Online, content is king, regardless of your business structure or industry. All people see is what you put in front of them on a regular basis, so by populating a new website or blog with pages of high-quality content you'll be on the fast track to building your business.
3. **It speeds up your profitability.** By saving you content creation time, you will be able to get a product to market more quickly. You can then focus your time on promoting your product, driving traffic to your site, forming joint ventures, and all the other marketing tactics that will increase your profits.
4. **It makes you look like an expert.** No matter what niche or market you are working in, you need to build trust and credibility for your customers to feel comfortable buying from you. With high quality PLR, you can present yourself as an expert in your field and consistently help people. As a trusted expert, you will grow a following of loyal customers who buy from you again and again.

5. **It gives you more options for increasing income.** Maybe you've strictly been offering services but want to also sell ebooks, or you want to try your hand at a podcast or membership site, but thought you couldn't expand your offerings due to time constraints. With PLR can create these new products quickly. That means more revenue streams, more income security, and greater profits overall.

## WHAT ARE THE BEST WAYS TO USE YOUR PLR ARTICLES?

PLR can be used in so many different ways that I couldn't begin to list them all in this document. However, here are some of the most popular ways:

- **As quick content for your blog or website.** This is particularly helpful for people that are starting up a new niche site, for those that are having writer's block, or to fill in gaps in your content schedule.
- **Combined as a report.** By combining several related articles, you can quickly create a report to give away or sell. This is particularly helpful for building your list of subscribers, or as a bonus for loyal customers.
- **Expanded to create an ebook or physical book.** You can easily expand your report into an ebook by using more than one PLR article pack, or by cutting and pasting several different ones together. Just add some of your own voice and examples for flavor.
- **Converted to video or audio.** Just create a slide presentation out of the key points in the article and record yourself reading it. Voila! You have a video you can distribute for marketing or use on your site. Alternatively, you can just use the recording of your voice.
- **Cut up in chunks and bites.** You can "chunk" your articles into distinct topics that you cut and paste into an email autoresponder that then leads your readers to your site for the rest of the information. You can also take little snippets or bites of information and tweet them or post them on Facebook. Some people use the same method to share their expertise on forums or Q&A sites like Yahoo! Answers.

## DO YOU NEED TO MAKE YOUR PLR UNIQUE?

Almost all internet marketers will tell you that both Google and your readers reward unique, valuable content over all else. Does that mean that your PLR has to be completely rewritten? That depends on how you are using it. Here are a few guidelines you can follow:

- **For Your Blog.** Technically, you don't need to rewrite your PLR for your blog. However, if you want to rank well in the search engines, it's best to do a little rewriting. That means optimizing the post for your own keyword, changing the titles and headings, and rewriting a few parts of the article. Key things to rewrite in the body of the article are the introduction, conclusion, and topic sentences. I also like to add at least one image to give visual interest. Don't forget to add your affiliate links if you are using the PLR to promote a product!
- **On Article Directories.** If you are posting to an article directory, you need to completely rewrite your articles. It is against the rules of most directories, and most PLR sites, to submit PLR articles. Just create your own outline from the key points in the articles and then sit and rewrite it from memory to use your own words.
- **For Bonuses and Giveaways.** You don't need to rewrite your PLR when giving it away, but you'll probably want to put your own voice in it. Otherwise, your customers won't get the personal feeling that results from using your own words and examples. If they download a free report and find a dry, impersonal document, you're not giving them the value and motivation to keep coming back for more.
- **As Paid Products.** I would always recommend changing your PLR a bit if you are planning on reselling it as a product, such as an ebook or video series. If people see the exact same product being sold in multiple places, it will decrease the value of yours. One way to easily make your own product unique is to change the titles, but also add extra resources and tools that complement the product itself. Examples include checklists, worksheets, mindmaps, and simple apps. The other quick way to make it unique is to convert it to a completely different format, like video or audio.
- **In Membership Sites.** If you are going to add the content to membership sites, many PLR experts say that you don't need to change it at all. Personally, I would still change the basic titles at a minimum to make sure that the content reflects your niche. For example, an article pack on creating AdSense sites could be worded so that it is about creating AdSense sites as a part-time business for stay-at-home moms.

Most PLR is written in a fairly impersonal and dry format precisely so you can add your own voice and examples. If the PLR is written well, it won't have a lot of fluff. It's much easier to add some examples and stories if you have the basic facts all laid out without any extraneous garbage.

## HOW TO CREATE UNIQUE CONTENT FROM YOUR PLR IN 10 EASY STEPS

Now, we finally come to the meat of this report. Forgive me for taking so long, but I wanted to make sure you understood the basics if you are new to PLR.

First, let's define what is meant by "unique content". In the most literal sense of the word, something that is unique cannot be found elsewhere. It is different from anything else of its kind and is often innovative. That means that a piece of unique content would have to look significantly different from anything else out there that is in the same category, and have something new and insightful to offer.

Duplicate content is a completely different issue. On the web, when something is "duplicate content" it is found in more than one place. It could still be unique if each instance of the content is written by the same person. In other words, if you publish your unique content in several places, it is being duplicated by you, but it is still your own unique product. If someone else copies your content, it is no longer unique AND it has become duplicate

If you are putting content out there on the web, you should want to create something unique that provides value to your readers and customers. This isn't just about SEO. It's about building loyal customers and followers who will buy from you again and again.

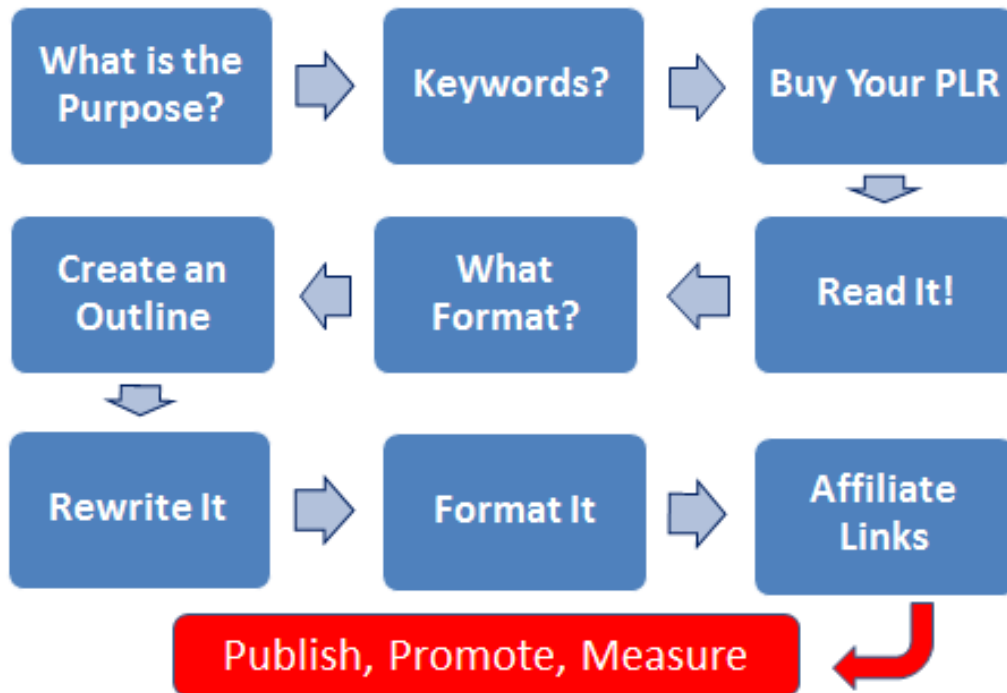
After spending all this time talking about PLR and its many benefits, the questions remains:

How can you quickly make your PLR unique and valuable?

I've divided up the process into 10 quick steps that will take you varying amounts of time, depending on how unique you need to be for your audience and delivery method (as discussed above in Do You Need to Make Your PLR Unique?).



## How to Create Unique Content with PLR



The 10 steps are:

1. **Decide on your purpose**
2. **Decide on your keywords or topics**
3. **Find PLR that fits your purpose and topics**
4. **Read and review the PLR you have just purchased**
5. **Decide on the format you want to create**
6. **Create your own outline or template for the content**
7. **Rewrite the content or have it rewritten by ghostwriter**
8. **Put it in the format you want**
9. **Add affiliate links where appropriate**
10. **Publish, promote, measure results - market it!**

## Step 1. Decide on your purpose

Before you even buy any PLR, decide what you need. Do you need something that will help you generate traffic? A giveaway to build your email subscriber list? Good content for your blog? Valuable content to be used for article marketing or guest blogging?

Deciding what you need from the start will help you pick the best PLR to buy. It will also help you get motivated to use it right away. Many people see some great-looking PLR, buy it, and then let it sit on their hard drives for months or years. It may be great quality content, but if you never set a purpose and plan for using it you're just wasting your money. Here are a few popular reasons people buy PLR:

- Free bonus material for your list members
- As a source for interview questions
- Webinar scripts
- Email mini courses
- eCoaching lessons
- Social media posts
- Physical products (books, CDs, DVDs)
- Affiliate resource material (articles, posts, emails)
- Affiliate bonuses for your affiliates' list members
- Upsells
- Downsells
- Templates
- Workbooks
- As a source for information and research to create your own material

## STEP 2. DECIDE ON YOUR KEYWORDS OR TOPICS

As with your purpose, you should select relevant topics and keywords before you pick the PLR you want to buy. Many people will tell you to pick keywords afterwards, but knowing how you want to optimize your content will help you find the PLR packs that are best suited to your purposes.

Selecting keywords in advance will also help you when you are evaluating and comparing different PLR packs to buy. There are many people selling PLR in the same popular niches, but the titles of the articles will vary greatly. If you have selected a few keywords ahead of time, you will be able to get ideas for how you would use your keywords for different articles.

Many PLR writers use very generic keywords that are popular and have high search counts. They are also highly competitive. For your own keyword research, try to look for keywords that have less competition. Here are the keyword tools I like to use:

- Wordtracker's [free keyword tool](#). This is great for getting quick ideas for keywords. However, it will not give you competition numbers.
- Wordtracker paid tool. Wordtracker's paid version will give you a lot more data, including competition numbers and comparable Google keyword counts. It is a monthly charge.
- [Market Samurai](#). Market Samurai is a software that resides on your hard drive and provides several tools in one. For keyword research, it will analyze a whole slew of factors, including how strong your competitors are. Their software is a one-time fee and can be installed on 3 computers.

## STEP 3. FIND PLR THAT FITS YOUR PURPOSE AND TOPICS

Time to go shopping! There are two ways to find the PLR you need. The first is to use the search engines. To do this, just type in your most general keyword plus the word "PLR" or the words "private label rights". Since there are a lot of PLR sellers, it also helps to type in something more specific to your niche, such as "natural weight loss plr".

The other alternative is to go straight to the key players in the market as your first stop. This is what I always do since I already know the quality of their PLR, so I don't have to worry about paying for a load of junk that I can't use.

You may already have some favorites, but here are the ones I like to buy PLR from (with my affiliate links):

- Business PLR for Coaches and Marketers: [Business Content PLR](#) (me!)
- Internet Marketing PLR special reports: [Special Report Club](#)
- Finance PLR: [PLR.me](#)
- Marketing PLR: [All Marketing Content](#)
- Niche PLR: [Easy PLR](#)
- More Niche PLR: [All Star PLR](#)
- Mom PLR: [All Mom Content](#)

When you look at the different types of PLR available on each site, remember that you don't have to buy it in the format that you are planning to use. In fact, it is better to get something in a different format. One of the first ways to make your own PLR unique is to change the format to something else. More on that in a minute.

Also, some PLR sites will take requests, so it doesn't hurt to email your favorite PLR provider and ask them if they can write something on your topic. If they are willing to do it in the timeframe that you are looking for, it's almost like having your own ghostwriter. So what if other people might buy it? You are going to put your own twist on it anyway and you'll be doing it first.

## STEP 4. READ AND REVIEW THE PLR YOU HAVE JUST PURCHASED

Once you have downloaded and saved your PLR to your computer, open up the files and see what is there.

**Read the Terms of Use** or Read Me First or whatever the instructions file is called first. You need to know what you can and cannot do with the PLR you just purchased.

**Review the items in your package.** What is included? For example, you might have keywords, articles in different formats, extra worksheets, graphics, etc.

**Read through all the content.** No matter how you use your PLR, you need to know what it says so that you can speak and write knowledgeably about it. You can't be an expert if you haven't read your own material!

If you have purchased from my site, [Business Content PLR](#), you should have two files that make this easy – a detailed outline that tells you the key points of each article, and a files that has all the articles combined in one document. Otherwise, just open each file and read them.

**Start thinking about how you will use and organize the content.** As you read, think about how you might reorganize and use your PLR in a way that makes sense for your purpose. Will you need to break it up more? Are there some articles that look much more useful than others? Is there anything important that's missing? You might even decide you need to buy other PLR to flesh out the content you already have.

## **STEP 5. DECIDE ON THE FORMAT THAT YOU WANT TO CREATE**

By this point, you should know what the purpose of your PLR will be, a selection of keywords you want to use, and what the key points covered in the PLR you purchased. Now you need to decide exactly how you want to format your content and make it unique.

When you are deciding what the format of your PLR will be, ask yourself these questions:

- **"What format do my readers and list members enjoy most?"**

Where does your target market hang out? On blogs, YouTube, Twitter, or Facebook? Check to see where people in your market are doing the most posting and what they are sharing on the different social sites to see what they like. Also, if your site is already active, what is your most popular content? Check your analytics and see if people are spending a lot of time reading your posts.

- **"What's their budget? What will they pay for?"**

If your purpose was to create a product to sell, you need to think about what your target market can afford. It's not enough to know what type of material they like to access -- you also need to know what types they actually buy (and how much they typically spend!) For example, if you're selling to the \$7 crowd, plan to combine just a few articles into a simple short report, rather than an eBook.

On the other hand, if your list members are in a high-ticket bracket and don't even look at anything under \$197 minimum, you can safely go for a more ambitious presentation: Perhaps a 10-CD course repurposed out of three or four eBooks, or twelve short reports.

- **"Will I outsource or do it myself?"**

This is a question only you can answer. You have to factor in:

- Your own budget
- Your particular content creation skills

- Your time
- Your resources

For example, if you're planning to sell a \$397 video lesson course (with accompanying eBook and work sheets) but you have zero video-making experience, you might decide that having a professional company create those videos for you is the most economical and lucrative strategy.

Conversely, if you have a background as a trained graphic designer and you're repurposing a batch of PLR blog posts into a physical product like a book, you might outsource the re-writing to a ghostwriter and play to your strengths by spending most of your own time producing amazing illustrations no one else can provide.

- **"What's my purpose?"**

You should have already thought about this from the start. If not, then you'd better think about it now!. For example, if you already know you've purchased that PLR eBook because you need material for your affiliates, your format will be dictated by what they need. (E.g. Simple posts, FAQ sheets, bonus give-away report for their list, etc.)

- **"What do I know about this subject? What unique twist can I give it?"**

This is always going to be the toughest question to answer, but also one of the most important. In fact, some writers buy PLR just to get ideas for what to write about. Simply by reading through the content, you will come up with ideas about what else you want to research, alternate opinions you would offer, or even a whole different argument than what is presented in the PLR articles.

For example, you might read one article in a pack on link-building that recommends spending an hour a day commenting in forums to build links. You might argue that it's a waste of time to use forums for link building if you have limited time, and that you are much better off spending time finding blog to do guest posts on. By stating a firm opinion, rather than the gentle suggestions that are typical in PLR, you will be putting your own voice into the content.

## **STEP 6. CREATE YOUR OWN OUTLINE OR TEMPLATE FOR THE CONTENT**

Before you start rewriting or transforming the PLR into your own content, create an outline of how you want it to flow. This will make the actual rewriting process much, much faster than if you tried to just dive in and write. Even if you are planning to do very little rewriting, it will go more quickly if you have sketched out how you want it to look when it's done.

If you have a good ghostwriter or editor, this is a great point to start outsourcing. You can also outsource after you have created your outline, ensuring that you get exactly what you want from the writer.

You will get an outline like this with each of our Business Content PLR packs, and you can work from that if you'd like. Otherwise, here's what your outline should contain:

- **An 'hypothesis' or overall goal.** If you are going to be combining articles into a larger report, ebook, course, or other series, what is the overall topic and purpose? For example, your goal could be to teach people how to set up their own AdSense site and start earning a passive income. Another goal could be to compare the top products in a certain market and give advice on which ones people should buy based on their needs.
- **Your own titles and keywords.** Rewrite the titles for each "section" or article you will be using. Your titles should reflect the goal of each article or section. If you are creating an ebook, the title should reflect the overall purpose of the book. For example, if the purpose of your AdSense ebook is to teach people how to set up a site from scratch, the title of the whole book could be "Everything You Need to Know to Set Up Your First AdSense Site". Don't try to get so creative that the purpose of your content is lost.

If you need help with writing titles, I recommend reading Ronnie Nijmeh's [Content Creator's Master Swipe Toolkit](#). That's actually a PLR package that he sells. So, you could use it yourself, reformat it and sell it as your own product!

Make sure you incorporate the keywords you want to focus on and put the titles in an order that makes sense. If you will be publishing articles in a series, you need to make sure you have a logical connection from one to the next. The same goes for an ebook or other series of topics.

- **Add your key points and sub-headers.** Working from your PLR articles, what do you want as the sub-sections and key points for each one? You should always break up your text and paragraphs into sections, bullets, lists, or in other ways. For example, you could make a note to add an image or screen shot in a specific place. People need to be able to pick out the main points in your content quickly by just skimming over it with their eyes.
- **What are your conclusions?** In a few words, write your conclusions for each article or section. What should people have learned from that section? What is your final opinion on the subject? A lot of PLR content that you see will not have any conclusion since you should be adding it yourself. Also, make sure you have put your main keyword somewhere in the conclusion. Please don't just repeat what you said in your introduction. This is your chance to drive home what you wanted people to get out of your content.

## STEP 7. REWRITE THE CONTENT OR HAVE IT REWRITTEN BY GHOSTWRITER

If you have created a good outline, this part should be very easy to do. You already know what you want to write, so just sit down and write it. You can work directly from your outline by just fleshing out your bullet points into full sentences and adding some examples or a little more detail. The words will flow quickly and easily since you already know what you want to say.

If you were planning to add any additional resources, images or screenshots, I recommend getting those ready before you rewrite your content. In that way, you can just insert them in the appropriate place as you write without breaking up the flow of your writing.

This is also an easy task to outsource to a ghostwriter. You can give the writer both the PLR and your outline to work from. You'll just have to negotiate a different rate than the one you might pay for an article created from scratch.

Regardless of the format you will be creating, it is important to rewrite your content before actually transforming it into something else. For example, the rewritten content can be your script for a slideshow or webinar. You can use your outline for the slides, then use your fleshed out script as your speaking notes.

For more on rewriting, I strongly recommend you get the ebook [How to Rewrite PLR](#). It was written by my friend and mentor, Peggy Baron. She covers all the details of how to quickly rewrite and gives a ton of examples to learn from.

## STEP 8. PUT IT IN THE FORMAT YOU WANT

Now that you have all your rewritten content, you can transform it into whatever format you decided on earlier. In fact, you can transform it into multiple formats quite easily and use them however you want. This is also an easy task for an assistant or outsourcer to do. For example, if you don't have good video skills, you can pay someone to take your rewritten content and put it into a slideshow with some added graphics.

If you are putting your content into an ebook, then you will need to get some graphics created for the cover and any sales material. You will also have to make sure that all your sections flow together when you combine them into one document. This can be as simple as writing a "transition" sentence at the end and beginning of each section.

For an ecourse, you would also need to add a little more content to make sure that people are learning from what you've created. For example, make sure that you give your readers a task to do at the end of each lesson so that they are encouraged to implement what they have just learned. Using our



AdSense example,, if the content was made into an ecourse series over the course of a week, you could have people research keywords the first day, register a domain and set up hosting the next, install and set up Wordpres the next day, then continue on with lessons on creating content and ads, building links, driving traffic, and tracking results.

Note: When you get to the final step in this process, you may need to cut up or edit your content a little more, but it should be pretty much ready to go at this point.

## **STEP 9. ADD AFFILIATE LINKS WHERE APPROPRIATE**

Before you do any type of marketing or promotion of your content, make sure you have gone back and added in any links that you want people to click on. These could be links to affiliate products, one of your own websites, or any other resources that would be helpful to the readers of your content. Also, be sure to test your links before publishing.

## **STEP 10. PUBLISH, PROMOTE, MEASURE RESULTS - MARKET IT!**

Have all your PLR rewritten and transformed to unique content? Time to start marketing it! The way you promote your unique content will be completely driven by the purpose you originally determined in Step 1. If your goal was to build your list with a freebie, then you will need to upload the content to your site, create a new opt-in box or page, and start driving traffic to that page. If your purpose was to add content to your blog, then all you need to do is copy and paste the content into separate blog posts and schedule the times you want it to publish. If you were planning to use the content for video marketing, then submit your video to different video sites (like YouTube) and start building links to that video.

Tip: If you are scheduling content to publish on your blog, I use the Editorial Calendar plugin. It's free, easy, and a great planning tool.

## NEXT STEPS:

Now that you have your unique content created from your PLR, you can easily repurpose and reuse the content again and again simply by doing the following:

- Decide on a new purpose and format
- Use the content that is already rewritten and revise to suit your new format and purpose. This might mean rewriting the titles and some of the content, or it may just involve recording the content you had in text to create a podcast series.
- Publish and promote your repurposed content.

The key is to keep recycling and reusing the content that you have created. You don't have to go through a strenuous process of researching and creating content from scratch every time you need some. Between the content you have created in the past and any PLR that you have purchased, you probably have a lot more than you realize. Start making the most of all that knowledge by sharing it with as many people as possible. All this content was meant to be shared, and people will consume it in different formats. They want and need the valuable information you have. So get moving!

## RECOMMENDED RESOURCES

Ready to get started making your life easier by creating your own unique content with PLR? I mentioned a few favorite places where I shop for PLR, but here is the list again:

**Business PLR for Coaches and Marketers:** [Business Content PLR](#) (me!)

- This is my own site, geared for internet marketers whose target market is other internet marketers and business owners who are looking for advice on how to grow their businesses. I like to sell content that you can pick and choose from, one piece of content at a time.

**Internet Marketing PLR special reports:** [Special Report Club](#)

- Melissa Ingold offers a PLR service that sells a slew of internet marketing content. Contrary to its name, her site sells more than just special reports. There are also coaching programs, small and large article packs, membership options, and (of course) special reports.

**Finance and Self Improvement PLR:** [PLR.me](#)

- This site is owned and run by Ronnie Nijmeh, one of the most well-known PLR providers. Aside from two PLR membership options (Finance and Self-Improvement), he has many niche packs that are available as a one-time purchase.

**Marketing PLR:** [All Marketing Content](#)

- Among other businesses, Alice Seba and Mila Sidman offer a terrific PLR membership site that gives you tons of top quality content every month that is all relevant to internet marketing.

**Niche PLR:** [Easy PLR](#)

- Easy PLR is one of Nicole Dean's sites. Some might call her the queen of PLR. She certainly has some great stuff on popular niches and I always know the quality will be great.

**More Niche PLR:** [All Star PLR](#)

- This is Peggy Baron's PLR site. She is one of my mentors since I started in PLR by reading her book on How to Become a PLR Writer. She has niche PLR as well as some complete PLR packages that include sales promotion material.

**Mom PLR:** [All Mom Content](#)

- If you cater to the mom market, this is a great PLR membership site for getting regular, top quality content. It's another site run by Alice Seba and Mila Sidman.

## About Sharyn Sheldon:

My two greatest passions in life (other than my family) are learning and travel. After being an instructional designer and learning consultant for major corporations for nearly 20 years, I decided to bring my love of learning to internet marketing. My dream is to be able to travel wherever I want and work at the same time. That's the ultimate beauty of internet marketing. All you need is a computer and an internet connection!



I discovered private label rights content when I was floundering around trying to create enough content for my niche sites. I only have a few hours each day to focus on work, between family commitments like school, homework, and chauffeuring duties for the kids. With so little time, I really needed to focus on marketing, but I needed content too. That's where PLR articles have been so incredibly helpful. So long as I buy something of high quality, I can quickly customize it to make it unique.

I finally decided to get into the PLR business myself after reading Peggy Baron's book on [How to Become a PLR Writer](#). (It's a great guide, if you're interested.) Now I'm working on gradually building up more and more PLR resources for business coaches and internet marketing service providers who need quick content, but who want only top quality writing. My standards have always been exceptionally high, so the PLR I sell had better be extremely well written! You can check out my PLR at <http://www.businesscontentplr.com>.

I also created my own blog at [www.SharynSheldon.com](http://www.SharynSheldon.com) to share everything I learn about internet marketing with anyone willing to listen. I believe that knowledge was meant to be shared, not eked out in dribs and drabs or hoarded by those who are afraid of competition. Come join me in learning how to become a better marketer and grow our businesses!