

Quick Tips for Getting Started With PLR

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Thanks for Downloading my Report!

In this report, I'll be covering some quick ways to use your PLR. The tips were originally shared in one of my email series, so some of them may sound familiar. But do you remember them? Now you'll have all those tips in one place!

If you need to grab some more PLR and ready-to-go content, just browse around our store at [Business Content PLR](http://BusinessContentPLR.com) to find a variety of customizable content and ready-to-go training programs you can use for all your marketing, sales, training, products, and other content creation needs. 😊



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MEET SHARYN SHELDON

My two greatest passions in life (other than my family, of course) 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 the online world. My dream was to be able to travel wherever I want and work at the same time. That's the ultimate beauty of an online business. All you need is a computer and an internet connection.



And I did it! I managed to build up a business doing the things I love, from anywhere I want to be, with no accountability to anyone but myself. I'm a pretty tough boss though, because I demand high standards 😊

My business came about when I found myself working day and night, trying to create enough content for my niche websites. 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 more on marketing, but I needed content too. That's where ready-to-go, customizable content has been so incredibly helpful. Also called PLR or White Label, the beauty of this type of content is that I can edit it and add my own unique value.....without having to start from scratch.

I finally decided to get into the PLR business myself after getting fed up with the lack of quality, licensed content available. Sure, I have a few sites I could always rely on, but that isn't enough.

Now I create the types of content and customizable training programs I used to design for large corporations. Only this time they're affordable enough for smaller businesses. My customers range from business and life coaches to offline business and social media consultants to solo entrepreneurs and service providers. They all need quick content, but it has to be top quality. My standards are exceptionally high, so the ready-to-go content I sell had better be extremely well researched, designed and written with care!

You can check out my ready-to-go, customizable content at:
www.BusinessContentPLR.com.

You can also visit me at www.SharynSheldon.com where I share everything I learn about internet marketing so that others can grow successful online businesses as well. Come join me in learning how to become a better marketer and grow our businesses through valuable, quality content!

GETTING STARTED WITH YOUR PLR

If you're anything like other busy business owners, you love to grab some PLR but you don't necessarily get a chance to use it.

Here's how to get the most from any PLR you downloaded, starting with a little checklist to follow.

Start with these action items:

1. Download your PLR

You've probably already done this, but sometimes that download link can just whiz on by in our list of email into oblivion.

2. Organize your PLR

Save your PLR into a relevant folder on your computer.

Some people like to organize theirs by topic, such as social media, email marketing, offline marketing, etc. It's also good to add a note on the end of each pack's folder saying where it's from. For example, if you downloaded the pack of Online Marketing PLR you might have a folder that's titled "Online Marketing PLR Pack – BCPLR." Then put that into a larger folder titled "Internet Marketing PLR." Find a system that works for you.

3. Read it

For any of my own PLR, there should be a file that lists the Contents. Open that file up and read it. You'll be able to get a good overview of what's in the pack and, if outlines are included, you'll see the key points covered. Then you'll have a better idea of how you can use the content.

4. Make a Plan

Think about different ways you can use your PLR and pick one that is the easiest to do right away. If you start planning anything too complicated, the PLR is more likely to stay on your computer.

5. Use part of your PLR right now

Before you go any further, pick out a few tips from the content that you can share on your social media updates. You can probably pull these straight from the outlines and schedule them using a tool like HootSuite.

You could also just send one of the tools included in your PLR straight out to your list as a free gift. Everyone loves a tool or resource that makes their life easier, so they'll appreciate it.

Hopefully that helps you get a start on using your PLR!

HOW TO PROFIT FROM PLR VS. RESELL RIGHTS

If you've been looking around the Internet for content that has rights for you to use, you've probably come across a few different terms. Pretty much everyone who comes across these terms for the first time finds them confusing.

There are 3 main types of rights you'll see when purchasing content:

1. Private Label Rights
2. Resell Rights
3. Master Resell Rights

There is tremendous profit potential in all of these, but you have to be careful to understand what you can and cannot do with each. Every seller may have slightly different terms, so be sure to read them.

Meanwhile, let's clear up some confusion before you get yourself into any trouble.

1. Private Label Rights (PLR)

Private Label Rights content is the type of content that you downloaded from a site like BCPLR. You can do pretty much anything you want with this content except to sell the rights to someone else. In other words, you have the rights to edit the content, cut it up, combine it with other content, transform it into other media, and use it anywhere you publish content.

2. Resell (or Resale) Rights (RR)

Products with resell rights serve a slightly different purpose. This is content that you can resell to others, but you cannot change the content at all. Sometimes, you can even put your name on the product and sell it as your own. In many ways, this is similar to the products sold in any offline store, such as a supermarket. They buy products from the manufacturers and resell them for a profit.

Need a line of products to sell to your customers and readers? Resell rights products can give you a quick way to build an inventory. They're also great for

easy bonuses that expand the value of another product you're selling.

3. Master Resell Rights (MRR)

Master Resell Rights products go one step beyond resell rights. You get the right to sell a product for 100% profit, without changing the product. Then, you also get the right to sell the resell rights to other people so that they can go ahead and sell it as well.

You can charge more for resell rights to a product. The only downside is that these products become available in so many places that their value starts to go down. As the basic law of supply and demand dictates: An increase in supply drives the price down.

You can probably see why people love PLR so much. It gives you the raw material to create whatever you want without having to start from scratch. PLR makes it a breeze to whip up a whole new, unique product with very little effort. Of course, with quality PLR you can even leave the content as-is without changing it at all.

HOW TO CREATE SHORT REPORTS WITH PLR

What's your favorite way to use PLR? One of the most profitable and popular ways is to create short reports to:

- Sell for immediate profit
- Attract subscribers
- Build your reputation
- Create loyal customers
- Share all over the Internet

Short reports are usually between 7 and 15 pages in length, give or take a few. They focus on solving a specific problem, teaching a specific skill, or providing information on a certain topic.

For those with limited time and money, PLR makes the creation of these reports easy as pie. Here's what you need to do.

Step 1. Decide on a Topic

Pick a narrow enough topic, question, or problem that you can answer in 7 to 15 pages of quality content (no fluff).

You can identify a topic by doing keyword research, exploring discussions on industry forums, listening in on social media conversations, asking your readers, doing an online survey, or any number of market research methods.

Ideally, you should pick a topic you know a little about so it will be easier to fill in the blanks.

Step 2. Find PLR That Fits Your Needs

Now it's time to go shopping. You need to find content that will address the topic you identified in Step 1.

Look on your hard drive first to see what you already have. Then go to PLR sites that you already trust to see what they have. If you still can't find enough content, do a Google search for your keyword plus "PLR" to see what else is available.

Step 3. Create Your Short Report

At this point, you're ready to create your report.

- If you have a PLR report that has everything you need, then do some rewriting by editing some of the language, adding images and screenshots, adding examples, or anything else that the report needs to ensure it addresses the topic sufficiently.
- Otherwise, you may need to combine sections from different PLR reports and/or articles. Put them into a logical order and make sure everything flows nicely.
- Insert your links in relevant places in the report. For example, your website URL should be in the footer of every page except the cover. Affiliate links need to be inserted wherever you are recommending a product. The end of the report should have a call to action.
- You also need to add the appropriate legal disclaimer, which encourages people to share the report, and an About section.

Look at other viral reports to see examples to use. Once you've created these one time, you can just reuse them as a template each time you create a report.

Step 4. Convert to a PDF

The report you've created is now ready to be converted to a PDF and shared or sold. If you are using OpenOffice.org, there's a built-in PDF converter that many people rely on. Microsoft Word also has this feature. You just 'Save As' when you save the file and pick 'pdf' from the File Types drop-down box.

Otherwise, there's a variety of PDF converters on the market, both free and paid. Use Google to find them.

Step 5. Promote and Share Everywhere

Now that you have your short report, you're ready to share it or sell it. Send it out as an email attachment to your list, post it as a download on your private Facebook page, create a squeeze page and offer it as an opt-in gift, etc.

Hopefully, you can see how easy it is to drastically cut your content creation time by using PLR. It's now your turn to use the PLR you have to create a report.

HOW TO CREATE WEBINARS WITH PLR

Most people don't realize just how easy it is to create a webinar on the fly by using PLR articles. There are even some PLR slide shows you can purchase that are ready to use for webinars.

Here you'll learn the steps for taking articles and creating webinar slides to go with them.

Before you get started, pick a pack of PLR articles or a PLR report that you want to use for your webinar.

Step 1. Prepare Your Slide Template

You're going to need a template to use for your slides. For the purposes of this brief tutorial, let's use Microsoft PowerPoint as an example. You can also use the free OpenOffice.org software.

PowerPoint comes with dozens of themes and templates that you can use and modify in any way you want. Spend some time setting up a standard template with your logo, URL, color scheme, and design that you can use for all your presentations. It's easy to do this with all of PowerPoint's options, gives you a branded look, and only needs to be done once.

Make sure to save your template as a "PowerPoint Template" so that it shows up in your templates section when you want to create a new presentation.

Step 2. Create a New Presentation

Open up a new presentation and select one of the templates or themes. You can either use the customized one you prepared before, or select one of the ones Microsoft has available.

Save it under a new file name and as a PowerPoint presentation (not a template).

Step 3. Insert Text and Images

Create a title and subtitle for your presentation and write it in the title slide in the designated placeholder.

If you have a PLR pack with outlines, you can use those to decide what each slide will contain. Depending on what you're covering in your presentation, each major bullet point could be a slide.

Otherwise, open your articles in one window and the slide template in another. As you read through each article, create separate slides for each main topic. Depending on the content, this could be a separate slide for each paragraph of an article.

Write bullet points on each slide that state the key points that go with that paragraph or topic. The trick is to keep the text on the slides to as few words as possible, just highlighting the major takeaways. You want people to listen to what you're saying, not read everything.

Where possible, insert an image or screenshot that illustrates a point. For example, if this article were a presentation, you would insert a screenshot here of the PowerPoint menu that says "Insert" and "Image" along with a sample screenshot of an image inserted on a slide.

Step 4. Create Your Webinar Script

Now it's time to use the articles to create the script you'll use for talking through the slides.

All you have to do is start is to copy and paste each paragraph of an article into the relevant slide in the Notes section. That's the section under each slide.

If you find yourself starting to paste too many paragraphs into one slide's notes, then you should separate that into more than one slide.

Step 5. Make it Sound Natural

Finally, go back through your slide notes and edit them to sound like you. The easiest way to do this is to read the sentences out loud and edit them to sound like you're talking to another person.

You should also type in the natural transitions you would make in a webinar, going from one slide to the next. For instance, write in, "Okay, now let me show you an example of..."

That's it. Save your presentation and you're ready to go do your webinar.

Presenting the webinar itself is as easy as opening your presentation on your screen and sharing it with the webinar room attendees.

Print out your notes first. Or, if you have two monitors, when you start the slide show from the beginning you'll get one monitor showing the slides in full. The other screen will show you the Notes view so you can read your notes at the same time.

Webinars are one of the most powerful ways to drive more leads and customers to your business, so anything that can make that process easier must be a good thing. That's where your PLR comes in handy!

And remember that you can also use this method with Google Hangouts on Air and for video recording. You don't have to have an audience on Hangouts on Air to record a video.

3 TIPS FOR USING FREE PLR PROFITABLY

There's a difference between free PLR vs. paid PLR that is sold in limited quantities. Primarily, that's because there will be far more copies of the free content out there on the Internet.

If you want to use free PLR profitably, here are 3 tips to follow:

1. For Search Engines: Rewrite it Completely

You can rewrite PLR relatively quickly by reading one of the articles or chapters and then using the outline we've provided (in some of our reports). Copy the outline into a new document and just flesh out each point. The ideas from the article will be in your head, but you'll be forced to use your own language. Enhance it with some of your own examples and points to add even more value.

If you have PLR from somewhere that doesn't have an outline, use the same principles to create the framework for a new article from the existing one. Then just sit down and write

2. For Gifts and Email Opt-In Incentives: Add Your Branding and Personality

When you're giving a gift or bonus that is from you or your company, make sure it looks and sounds like you. How much you change the PLR will depend on your audience and their needs.

For example, an informational report for an offline client may just need your logo put on it. However, if you have a blog in which you give readers advice, you'll need to edit the PLR to reflect the same language you use in your posts.

3. For Membership Sites: Make it Relevant for Your Members

If you're using free PLR to add content to a paid membership site, you'd better be adding a lot more value to it. If people can just download the same content for free somewhere else, they won't be too happy with you charging for it.

You can add value to any PLR by:

1. Expanding on different points, making the content easier to understand and implement.
2. Providing it in different formats (such as video and audio).
3. Adding examples, images, and case studies that your readers can relate to.
4. Explaining and illustrating how to implement certain concepts through screen capture tutorials.

Basically, add anything you can think of which will make the content much more helpful for people.

5 QUICK TIPS FOR ADDING VALUE TO YOUR PLR

Do you sometimes let your PLR sit on your computer because it just seems like too much work to rewrite it?

The great thing about PLR is that most of the work of creating content has already been done for you. But you still want to stand out from the crowd. You have something special to offer people, and that needs to come out in any content - PLR or custom.

Well, it won't take as much work as you think to add your own personal value to PLR.

Here are 5 tricks that make it easy:

1. Examples

The research is done. The foundation of content is there. Now add some examples that your audience can relate to.

For example, say you have a generic PLR article on Pinterest. If your market is mommy bloggers, you can give examples of types of niche boards other moms might be interested in, such as Lunchbox Ideas or Inspiration for Parents of Teens. On the other hand, if your readers are dog enthusiasts, then you would give different board examples, such as Cute Doggie Clothes or Hotels that Accept Pets.

Examples bring the basic facts to life so that your readers can really envision themselves putting what they read into practice.

2. Images

Nothing spices up an article, report, or other text than some good images. Find some eye-popping photos on a stock photo site and add them in strategic places in the content. If relevant, take screenshots to illustrate points and insert those also.

3. Suggested Resources and Reviews

Make a list of resources and tools that will help people implement what is in the content. Give a quick description of what the resource can do for people and what it costs. Where possible, create a comparison chart of different options along with your personal reviews and recommendations.

Don't forget to insert your affiliate links as well.

4. Your Personal Tips

Try adding tip boxes throughout that content that give your own personal tips for implementing whatever the article is discussing. You could make lists of do's and don'ts, things to avoid, shortcuts, or anything else that makes people's lives easier.

Your real world expertise adds tremendous value to something that started out as generic.

5. Worksheets and Checklists

You can use your PLR as-is, if it's quality content, and just add tools for implementing the content. Things like worksheets and checklists are quick to create and people appreciate them. Any tool that helps people implement what they learned provides value far beyond the time it takes you to create it.

So, what do you think? Ready to pull one of those PLR articles or reports off your hard drive and start using it? Try one of the tips or ideas I've shared and hit publish before you forget!

RECOMMENDED RESOURCES

Business PLR for Coaches and Marketers:

[Business Content PLR](#) (me!)

- This is my own site, geared for business consultants, coaches, service providers, and anyone who wants to help others grow their businesses.

Coaching PLR: [Coach Glue](#)

- If you're a business coach or consultant, Melissa Ingold and Nicole Dean have a great site with done-for-you content, templates and training.



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 Melody Spier offer a terrific PLR membership site that gives you tons of top quality content every month that is all relevant to internet marketing.

Step-by-Step PLR Tutorials: [DIY PLR](#)

- Alice Seba's step-by-step tutorials include illustrated reports, slides, graphics, tweets and more.