

# How To Monetize Your PLR

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## Chapter #1 - 4 Indirect Ways to Boost Your Income with PLR

Private label rights (PLR) content is a highly versatile tool. While it can be used as content on your blogs/site, etc. or sold as your own products, there are also several other ways you can make the content work for you.

As a PLR user, you'll need to understand the concept of PLR to know when you need to rewrite it and when you need to rebrand or repurpose it.

PLR can be used in several different ways to generate an income online. It's all a matter of using the content strategically to get sales directly or indirectly. Let's look at 4 ways you can boost your income indirectly with PLR.

### 1. Question and answer sites

There are many questions and answer sites such as Quora.com, Yahoo Answers, etc. These are active sites with thousands of users posting questions daily.

One way to drive traffic to your own web properties will be to answer questions that people post on these sites. Always include a link in your profile back to your own blog or products. The goal is not to draw attention to the link. What you should do is deliver so much value that the readers get curious about who you are and click on the link in your signature. This is how you siphon traffic to your site/s.

So where do you get content to answer their questions?

PLR, of course! You just need to find PLR articles that contain information which answers these questions. Then it's just a matter of posting the content.

You do not need to worry about making the content unique because this is just a question and answer site. As long as your answers are relevant, you'll get their attention.

### 2. Giveaway reports

PLR reports can be converted into PDFs and given away on file sharing sites, forums, Facebook groups and so on. The rule of thumb is that you must always appear to be helping the audience.

Forums and groups tend to frown on marketers who offer a gift but use an opt in page to capture emails. You'll look like you're just using the group/forum for your own benefit (which you actually are).

This display of vested interest will either get you a warning or you'll get booted out of the community. The best way to go about it is to give your report away with no strings attached. No opt ins.

But here's what you do...

You'll add a link to your website at the bottom of every page in your report. You'll also sprinkle affiliate links throughout the report that will help you get passive sales.

At the end of the report, you'll have links to 2 or 3 other free reports the reader can gain access to. Guess what?

They'll need to opt in to get these reports. Now, you don't have to play by the group's rules because the links are in the PDFs. You've delivered so much value in your initial offering that the reader wants more of what you're offering and will willingly provide their email.

### 3. Quick tips

Break your PLR content down into bite-sized quick tips. Convert these tips into short videos that you can post on Facebook and/or images you can use on Pinterest.

Several people who find your quick tips will look for you through the links in your video channel or by clicking on your images which are linked to your blog/sites.

### 4. Offline marketing

Offline marketing can be used for lead generation or to drive traffic. You'll need to summarize your PLR articles into short, catchy content pieces.

You can either convert them into infographics or use them on flyers, pamphlets, brochures, etc.

For example, if you own a pharmacy, printing out a PLR article on the benefits of vitamin D (as an attractive pamphlet) and juxtaposing the content next to an image of vitamin D supplements you're selling in your store will help to educate the customer and convert potential buyers into paying customers.

These 4 methods are just a few of the many ways PLR can be harnessed for your marketing online and offline. Thinking out of the box will allow you to tap into the sheer versatility of PLR and you'll appreciate how useful it can be for your business.

## Chapter #2 - 5 Ways to Turn Your PLR Articles Into Money Content

Most PLR buyers tend to be very regimented in the use of their PLR content. For example, if they purchase a bundle of PLR articles, all they can think of doing is posting these articles on their blog as blog posts.

That's about all they know how to do. The experienced PLR buyers know how to get maximum mileage from their PLR articles by using them in a myriad of ways other than the most obvious way - to generate more traffic, leads and sales.

Below you'll find 5 ways to turn your PLR articles into money content. You may have seen these methods mentioned on the sales page. But very often, the tips are not applied... so let's look at them more closely.

### 1. Compile them into eBooks

If you hope to sell a book but you don't wish to write one, combining several different PLR articles is one way to put together an eBook quickly. Generally, a good book will be around 8,000 to 10,000 words.

Since most PLR articles will be in the 400 to 500-word range, you may need to combine 20 to 25 PLR articles to create a book.

It will require effort on your part because you'll have to find articles that cover different points and topics for the niche you're catering to.

You'll also need to 'smoothen' out the kinks in the content so it all reads smoothly as a book without appearing like a disjointed mishmash of articles (which it is).

Success with this technique is being able to create a book that reads well and is informative. The benefit of creating a book in this manner is that it will be totally unique.

Unlike other PLR eBooks which come in 'Biz-In-A-Box' packages that everyone has, yours will be unique. Of course, a clever strategy would be to use the sales page that comes in these done for you packages to sell your own compiled eBooks.

You can use the sales copy from the package but create your own graphics so that your product looks and sounds different from all the cookie cutter content out there.

You'll now have fantastic books that you can sell and cash in on.

## 2. Use them as guest posts

Guest posts are a method of traffic generation. Basically, you'll approach popular blogs/sites in your niche and ask the site owners if they'll publish an article or two from you. In return, all you'll want is a link back to your site.

It will allow you to siphon some traffic from the popular site to your own site. This is an effective method that will reap results the more often you do it. Your efforts will snowball over time.

The limitation here is that almost all site owners want unique content that has never been published before. So, you'll need to either rewrite a PLR article yourself or hire someone on Upwork to do the job for you.

Since the research is already done for you in the PLR article, writing a brand new article using the existing research will be a much easier task.

This is one method of using PLR articles to drive traffic to your own sites and indirectly generate an income from them.

## 3. Break them down into email content

If you have an email list (and you should be building one), using snippets of PLR articles in your emails will help you to deliver value. You'll not need to write an entire email out.

The PLR content you use in your emails should be informative and engaging. Remember to add a link in your email that readers can click for more information.

This link could either point to a sales page for a product you're promoting/selling or it could be to a monetized blog post.

## 4. Monetized blog posts

Monetized blog posts are posts that contain links to products the readers can buy or they may contain advertising. The crux of the matter is that there are opportunities for you to make money from the post. That's the key point.

Copying and pasting a PLR article on your blog is well and good, but what's the purpose of it? Information? Sales?

A monetized blog post can be a PLR article that has been posted with the intention of making sales. Insert links to affiliate products or products you're selling.

Even posts which are not monetized should have internal links on them which link to other posts that are monetized. This makes your site 'sticky'. It keeps visitors on your site longer and increases your chances of making a sale.

#### 5. Paid newsletters

A paid newsletter is not only a recurring source of income, but can make you passive sales too (if you add affiliate links inside). You can easily put together a newsletter which has anywhere from 5 to 10 pages of content.

Keep your pricing around \$7 to \$10 and your subscribers will look upon this membership as a small expense and be less likely to quit. If you're selling tangible products (e.g. keto meters), you can have a \$7 newsletter that provides keto recipes and tips every month as an upgrade or a bump to your offer.

You'll have several interested people take you up on the offer and you'll be making sales monthly. Of course, PLR articles can be used to create these newsletters easily.

By now you'll realize that a PLR article is NOT just a piece of content to post on your blog. It's a tool that can generate traffic and sales for you too. So, put your PLR articles to use effectively and you'll be amazed at how effective they are.

## Chapter #3 - Avoid Making this Common PLR Monetization Mistake!

One of the biggest and most common mistakes that PLR buyers make is that they don't rebrand their content. Very often, this comes down to either ignorance or indolence.

This mistake of not rebranding one's PLR package is mostly applicable to PLR products such as 'Biz-In-A-Box' packages that come with ecovers, a sales page, graphics and so on. The product is all done for you and you're told that all you need to do is 'slap your name on the product and sell it as your own – and keep 100% of the profits'. Now, that sounds great, and to some extent it's true.

But here's what the PLR vendors are not telling you – this is the **WRONG** way to go about it. There's a reason they try to make it look as simple as possible for you. They want to make sales. Generally, people are lazy. They want quick riches without the work.

PLR packages look like easy money. The product is done for you and you just throw it up for sale and lean back and watch the money roll in. Or at least that's the dream the PLR vendor tries to sell to you on the sales page. And people get hooked...

In reality, you'll be hampering your progress if you go about it in this manner. Here's why you need to rebrand your PLR...

\* Looks the same as everyone else

It's common for PLR bundles from popular vendors to sell hundreds of copies. So, there are many people out there with the same content as you.

While most won't use what they've purchased, there will be many who do... and they'll use it exactly like how they were told to – without changing anything in the PLR package.

So, by using PLR that's not rebranded, you'll be competing with all the other people trying to sell the same product as you.

\* Can be found with a quick search

People are internet savvy these days. They'll do a Google search to shop for prices. For example, if the name of the PLR product you purchased is called 'Green Juice Lifestyle', you can bet that many people who bought the PLR will have it listed for sale too.

A potential buyer who Google searches the term 'Green Juice Lifestyle', will come across several different people selling the SAME THING.

(In a worst-case scenario, they may even stumble upon the sales page for the original PLR vendor! GASP! Now they might start selling PLR too – and you've got even more competition.)

Guess what he/she is going to do next?

\* Competing on price

Yes! They're going to look for the product that has the lowest price. You can bet that there will be some PLR buyers selling Green Juice Lifestyle for one or two bucks just to get the sale.

If you're selling the same product, you're stuck with this crowd and it's a race to the bottom where profits are so minuscule they don't justify your efforts. The juice isn't worth the squeeze.

\* What you need to do

The most important thing to do will be to hire a graphic designer to create a new cover and sales page graphics for you. Give the product a new title.

In this case, you could call it 'Green Juice Miracle' or 'The Green Juicing Revolution'.

Now you'll have a book that looks and sounds different from all the rest out there. You can keep the written content the same because there's really no need to rewrite the content, since you're not trying to rank for SEO.

Changing the appearance of the product will cost you extra, but it's well worth the investment. While the images provided in PLR bundles look great, the only person they truly serve is the PLR vendor who needs an attractive package to get the sale.

In your case, you need the content in the PLR bundle, and you need new graphics to stand out from the herd. So, use the written content but hire your own graphic designer.

You can hire someone on Fiverr or Upwork or even just do a quick search for 'cheap minisite design', and you'll find many competent and affordable designers that can help you.

\*Do make sure that the dimensions and file names/formats for the new graphics are the SAME as the images in the PLR bundle. It'll then be a breeze to replace the PLR graphics files with your new ones without messing up the sales page provided in the bundle.

You'll be stunned at how different your product looks now... even if it's the same PLR content.

Fantastic! Now you have a 'new' product you can proudly call your own. Start selling it, charge a price you think it's worth, and reap the rewards.

## Chapter #4 - Building a Funnel with Your PLR

The term 'sales funnel' is all the rage these days and marketers make it more complicated than it has to be. A lot of the hype is usually designed to push software such as ClickFunnels – so affiliates can make hefty commissions.

The truth of the matter is that there are many other options such as WarriorPlus, Thrivecart, JVZoo, ClickBank, etc. that you can use too.

But first, you need to know what a funnel is...

#### \* What's a funnel?

When you come across a sales page, the product you're usually looking at is commonly known as a front-end product. After you purchase the front-end, you may be taken to an upgrade page where there is another product for sale (also known as an upsell).

If you choose to decline the upsell, you may be taken to another page where there's another product (usually cheaper) for sale. This is known as a downsell.

If you decline this too, you'll be taken to the download page to access your product... or a page informing you that your order will be shipped.

This is the most basic funnel. There are variations where marketers have upgrade after upgrade and downsell after downsell. You'll feel like you're stuck interminably in their wretched funnel from which there's no escape.

While funnels are effective for increasing your revenue, if you overdo it and bastardize the concept, you'll just annoy your buyers and create ill-will between your customer and you.

#### \* Front-end product

Now that you know what a funnel is, when using PLR, if you have a 'Biz-In-A-Box' PLR product, you can rebrand it and use it as your front-end product.

As long as you change up the graphics, you'll have a unique product that you can sell as your own and most buyers wouldn't be any wiser. They won't know it's PLR and they won't care. What they want is the information within.

#### \* Upgrades

As for your upgrade page/s, you can always use another 'Biz-In-A-Box' bundle (rebranded too). You may choose to get the PLR from the same vendor or another vendor.

It's fine to combine content from different PLR vendors as long as the products are good.

What matters is that your upgrade is relevant to the front-end offer.

For example, if your front-end was an eBook on the ketogenic diet, your upgrade could be a book on getting six pack abs or muscle building. The people looking to lose weight will probably be interested in carving out their body to look like a Greek god too.

You'll be much more likely to get the sale when they're in a buying mood and the product they see is in alignment with their goals. You must understand how the buyer thinks.

Once you know the motivation behind their purchase, then upselling them is just a matter of giving them more products which will help them reach their goals faster.

You could also repurpose your front-end PLR to use as an upgrade offer.

For example, if you're selling an eBook in your front end, recording the eBook as an audio file will mean that you can sell the audiobook as an upgrade.

Many people will prefer listening to the book in their car rather than reading it. You can also charge more for the audiobook because of higher production costs and a higher perceived value.

#### \* Download page

The product download page is also a part of your funnel. Provide the buyer access to their product, but also monetize the page by listing one or two other products they could buy. There should also be a link to the upgrade pages. Some customers may only purchase the front end... but like the product so much that they wish to get the rest of the funnel. This upgrade link will help them get the rest of the products and you'll get more sales.

#### \* Exit pop up

Always have an exit pop up on your sales page to capture the emails of those who want to leave your page without buying anything.

This happens all the time. The pop up should offer them a free gift in exchange for their email. The gift could either be a short report or the first 2 chapters of the book you're trying to sell, etc.

It doesn't matter what the gift is. It should just be tempting and get the prospect on your email list. Once again, you can use PLR to create the lead magnet.

You can then follow up with them via email and provide more value – while repeatedly exposing them to your offer. After multiple exposures, they'll be less resistant and more likely to purchase your product.

Building a funnel is relatively easy once you know how. It's just a matter of connecting the sales pages and the downsell pages... and taking the buyer to the download page after purchase.

The digital product platforms mentioned above will help you build a funnel easily. Take your time to familiarize yourself with the platform and you'll master it in no time at all.

## Chapter #5 - Different Types of PLR and How You Can Monetize Them

In order to become an expert at using private label rights (PLR) content, you'll need to understand what it is and how you should think out of the box when using your content. Most PLR buyers will often use the content they bought in the format it was given in. That's about as far as they ever get, and they fail to realize that they've only scratched the surface of what's possible with the content they have.

Below you'll find a list of commonly sold PLR components and a brief description of what you can do with them. Even this list is only meant to give you a start. It's not an end in itself. Once you realize that there are tons of ways you can manipulate the PLR content to suit your marketing needs, you'll discover how potent PLR actually is.

#### \* PLR articles

These articles can be compiled into books or rewritten until they're unique enough to be used as guest posts. Or they can be used as blog posts for your own blog.

PLR articles can be summarized into emails, converted into video or repurposed into infographics.

Besides using the articles as a whole, you can always take out bits of content from them to use in images, videos, etc. PLR articles are one of the most versatile types of PLR out there.

#### \* PLR reports/eBooks

PLR reports and eBooks can be broken down into PLR articles and used in almost all the same ways. Besides that, reports can be given away as lead magnets to build your list. eBooks can be sold to generate revenue. If you hire someone to rewrite a PLR eBook completely, you can even publish it on the Kindle Publishing marketplace.

#### \* PLR videos

PLR videos can be used to start a video channel on YouTube to drive traffic to your sites. They can be embedded in your blog posts or used in your Instagram stories or Facebook groups/pages.

By distilling the points in a PLR video, you'll have an outline to write your own articles or create other pieces of content such as infographics, Pinterest pins, etc.

#### \* PLR Checklists

PLR checklists can be used as an outline to create articles, books, videos, infographics, etc. These checklists can be used as bonuses to products you're selling or given away to build a list.

#### \* PLR infographics

Similar to checklists, the points in an infographic can be used to create an article outline you can flesh out later on. Once again, the points from an infographic can be used in videos, images, daily tips in your social media properties, offline marketing material and so on.

#### \* PLR email sequences

The most obvious way to use PLR emails will be to load them in your autoresponder. However, you can also combine the emails to create a short report or article. Turning the emails into slides will also allow you to use them in presentations or as images on your social media properties.

#### \* PLR images

Images can be used to drive traffic from the usual image sites... but they can also be used in videos, eBooks, reports, infographics, printables and so on.

#### \* Resell rights/master resell rights products (RR/MRR)

These products can be sold 'as is', but you're better off getting the source files from the original vendor. Besides selling RR and MRR products, you can use them as affiliate or product bonuses.

They can be used in membership sites or as lead magnets – or even as research for creating your own products.

#### \* Reseller PLR products

Reseller PLR products have all the benefits of the usual PLR products, but now you can also sell them as your own PLR. You can be a PLR seller with these types of content.

#### \* Monetization

The points above showed you what you can do with the different types of PLR. Monetization is just a matter of either directly selling the content that has been rebranded and/or repurposed... or using the content indirectly to generate traffic and leads that you can sell to later on.

It's always a variation of one of these two ways. Use your PLR wisely and you'll have no shortage of traffic or sales in your business.

(695 words)

## Chapter #6 - Discover Why Most PLR Tips Do NOT Work!

If you've ever seen a sales page for a private label rights (PLR) bundle, you'll usually observe a list of PLR tips telling you how you can use the content.

Here's what you need to know – most of the PLR tips work... but at the same time, they DO NOT work for most PLR buyers.

Sounds confusing? Don't panic. Further explanation below...

#### \* Traffic is not taken into account

It's very common to see PLR tips telling you to 'sell the product as your own' or to use the PLR report to build a list and so on.

What most PLR vendors and sales pages fail to tell you is that you need to know traffic generation. This is the missing piece of the puzzle that no one is talking about.

You could post a PLR article on your blog to drive traffic. But your efforts are going to be in vain if you don't have a clue about search engine optimization (SEO).

Posting the content alone does NOT translate to generating traffic. You must have a good knowledge of SEO. The same applies to PLR videos, getting optins for your PLR lead magnet and so on.

Even if you use PLR content to generate traffic on places like YouTube, Pinterest, etc. knowledge of optimization is crucial.

Alternatively, you could learn paid traffic and avoid the pain of waiting and testing your SEO strategies. However, paid traffic has its own learning curve and it'll cost you money.

Everything is contingent on your ability to drive traffic to the web properties where your PLR is being displayed.

Most of the tips given to you will NOT work if you cannot drive traffic to your web properties. So, learn traffic generation as soon as you can.

#### \* Make it sound easier than it is

Once again PLR buyers are misled into believing that things are easy and they can just 'slap their name on the content and sell it as it is'. That's actually the lure of 'Biz-In-A-Box' PLR products.

In theory, this can work. In reality... it can work too. However, it doesn't work too well. Achieving real success with a PLR product comes from rebranding it or personalizing it. You'll need to get new graphics created for the eBook and report which came with the 'Biz-In-A-Box' package. This is to stand out from the rest of the PLR buyers.

If you're using the PLR articles on your site and you want them to rank in the search engines, you'll have to rewrite about 55% of the content to make it look unique in Google's eyes.

You'll also need to set up the sales pages, payment processing, a blog, etc. and all the other components required to actually make money with the PLR you've bought.

All this is work. PLR may have made things a little easier, but there is still quite a bit of work left to do. It's NEVER as easy or hands-free as you're led to believe.

#### \* Lack of tutorials

It's quite difficult to find tutorials showing you exactly how to use the PLR you buy. There are a few PLR sellers who have tutorials for their audience. You need to find those and learn from there.

A lack of know-how can impede your progress. It's easy to apply the tips incorrectly and yield mediocre results.

#### \* Outdated

PLR tips telling you to create Squidoo lenses or post on article directories are outdated. They may have worked in the past, but are inoperative now.

Always check and see if the methods you're working on are still relevant. Things online change fast. You'll need to be up to date on the latest tactics that work.

#### \* Not all methods make money

There are PLR tips being dished out which sound good in theory, but are impractical and convoluted in reality.

One common tip given by a few PLR sellers is that you do NOT need to rewrite your PLR content. Their view is that you purchased the content to save yourself time on writing. So, it's counterproductive to rewrite your PLR content.

Of course, there's a vested interest here. The PLR vendor wants to make things look easy so that the buyer quickly buys from them.

The truth of the matter is that there are times when you'll not need to rewrite the content (e.g. selling PLR eBooks) and there are times when you MUST edit and rewrite at least half the content (e.g. when trying to rank in the search engines for certain keywords).

So, the PLR tips/methods given to you may or may not work depending on your goals. There are several variables that must be factored into consideration before treating any PLR tip as gospel.

In conclusion, just know that while there are many ways to use your PLR, not all ways will yield profit... and there is work involved in using PLR.

Master traffic generation and use your PLR content in the most optimal ways to generate sales so that your online business will be profitable.

“An investment in knowledge pays the best interest.” – Benjamin Franklin

## Chapter #7 - Membership Sites Have Never Been Easier with PLR

There are several benefits that can be accrued from building and running a membership site. For starters, you'll have a semblance of stability in your online income.

You'll know roughly how much you'll earn every month based on the paying members you have. Even with member attrition, you'll still have a monthly income you can count on.

One of the biggest hurdles when it comes to running a membership site is having to create content every month for your members. The content has to be relevant, interesting and useful in order for you to retain your members.

The good news is that PLR content can be used to create deliverables for your members.

Reports, videos, recipes, books, etc. can all be created with PLR.

You'll never run out of ideas or content.

### \* Choosing the niche

If you're planning on using PLR in your niche membership site, you'll need to start from the end and work backwards.

Let's assume you decide to have a membership site catering to survivalists. In order to provide content to them every month, you'll need sufficient PLR to create the deliverables.

That means you need to research and see if there is actually PLR in this niche that you can use. In this case, there certainly is.

But if you're in other niches such as cannabis/cbd oil, etc. you might be hard-pressed to find PLR content that you can constantly use. So, make sure there's content for your niche before you go ahead with the domain purchase and site set-up.

### \* Deciding what you'll give your subscribers

Ideally, you should give your subscribers 1 to 4 pieces of content a month, depending on how much you're charging. Try not to exceed 4 pieces of content because you don't want to overwhelm your members.

Once you've decided on the content, make a plan for the next 6 months. What type of content do you need to prepare? What format will they be in? How will you package the content?

All these questions must be answered so that you're well prepared. When you know what you're providing, it'll be time for the next step.

### \* Sourcing for content

You'll now need to source for content to create your deliverables. That will mean either buying PLR in the format you're sending your subscribers or you might have to repurpose the content to deliver it to them.

For example, if you deliver a training video every month to your members, you may need to convert a PLR article into a video (if you can't find PLR videos to suit your needs).

Find a few trustworthy PLR vendors who have sufficient content you can use in your deliverables.

\* Bundling up older content

\*Option1

When running a membership site, you may decide to put all future members in a sequence where they go through a specific sequence of deliverables. That means, those who join later on will still start on month one where the older content is.

\*Option 2

Or you may have a membership where every month new content is added and the previous month's content is removed. Whether the member is old or new, they'll only get the latest content every month.

If you choose to go with option 2, you could bundle up all the previous months' content into separate bundles and sell them in a store within your membership site.

Just remember to charge more for these bundles so it makes it seem like a better deal to stay in the membership. (E.g. Monthly membership = \$17, Previous month's bundle = \$27)

These are just a few of the pointers to take note of when setting up a membership site with PLR. Building a membership site will require some technical know-how.

Spend some time on YouTube watching tutorials on using membership site software and choose one that fits your needs. It's much easier to build a membership site with software such as Wishlist Member, aMember Pro, MemberMouse, etc.

Start building a membership site today and in a couple of months you'll have a recurring income that's stable and keeps growing. PLR will make the process easier than you ever thought possible.

## Chapter #8 - PLR Income Generating Possibilities are Endless - But Only if You Understand Why

The truth of the matter is that most PLR buyers never fully realize just how powerful private label rights (PLR) content can be.

One reason for this is a lack of knowledge.

So many PLR vendors spend most of their time selling PLR rather than educating their PLR buyers on how to use the content they have.

Another reason is laziness.

PLR makes things easier for you to build an online business... but building a business is still hard work. PLR helps you shortcut the journey but you still need to go through the hard yards on your own.

\* The vicious PLR loop

Too many PLR buyers keep buying content and NOT using any of it. They feel happy when they buy the product and there's a dopamine release somewhere during that process.

However, unzipping the content and using it requires effort... and many PLR buyers just can't bring themselves to break through their mental inertia and get started.

They overcome the problem by buying even more PLR and think they're doing something worthwhile – when all they've done is spend money.

And so the vicious cycle continues and their hard drives become PLR graveyards where content goes to die.

#### \* The main point of PLR

The most important point to note here is this – you must sell something in order to make money online. You MUST open up your PLR packages and use them in such a way that the content generates sales for you.

ALL PLR was created with one purpose – to fast track your journey so that you can MAKE SALES!

Any piece of PLR content you come across should be used in a way that helps to directly or indirectly get you sales.

Bought some PLR articles? – Post them on your blog with links to related products that the reader can buy.

Have a PLR eBook? – Good! Rebrand it, set up the sales page, drive traffic and make sales.

Bought a PLR checklist? – Go ahead and convert it into a PDF that you can giveaway to build your list... and have an email sequence to sell to them.

Any and all PLR you buy (which includes the source files) can be repurposed in multiple ways to generate traffic and make sales.

#### \* Traffic and sales

Your goal whenever you buy any PLR content is to think of how the content is going to make you money and/or drive you traffic.

Once you approach PLR with this mindset, you'll keep conjuring up new ways to twist and turn your content into traffic/sales generating possibilities.

The PLR article you buy can be used on your blog to make sales or be broken down into smaller points which are then converted into images which drive traffic to a blog post – which has links to buy a related product.

The same points from that article can be used to create multiple videos that drive traffic to affiliate products or to the original blog post.

If there's a quote in the article you like, you can even use it as template to print on mugs and t-shirts that you can sell.

There are so many ways to use the content to generate traffic and sales. You'll be amazed at how much mileage you can get from a set of 10 PLR articles if you only knew what to do...

And it starts with you forming a plan of action for your content... and taking the necessary steps to use your PLR in accordance with your plan.

The PLR buyer who uses his/her PLR is always the one who'll make the most money with it. Not the one who keeps buying PLR products... or who uses the content poorly.

You now have an understanding of how PLR can be used in your online business. Get started on it and let your PLR fuel your creativity. The possibilities are endless with PLR.

“The secret to creativity is knowing how to hide your sources.” – Albert Einstein

## Chapter #9 - Revealed: 3 Crucial Components for PLR Monetization

Anyone who has been in the online marketing scene for more than 2 minutes would have heard that private label rights (PLR) content is the panacea for all online marketing ills. It supposedly saves you time, effort, money and prevents headaches and gonorrhea. Or something to that effect.

To some extent this is true (not the gonorrhea part). PLR can save you time because you don't have to spend hours doing research or writing.

It can save you money because you don't need to hire an expensive freelancer to do your writing for you... and you'll be spared the usual content creation headaches that come about from putting all the different components together.

However, making money with PLR is NOT automatic. You must get 3 components right to start generating sales.

### \* What are you selling?

The first component – what products do you have for sale?

If you're not selling anything, you'll not make money. It's so basic, and yet this point seems to go over the head of most PLR buyers.

You'll need to set up the PLR products for sale. They'll need their own sales pages, payment processing, download pages and so on.

If you're posting PLR content on your blog, there must be links pointing to products people can buy. These could be your products or products for which you're an affiliate.

Blindly posting PLR content on your blog without monetization is a waste of time and effort. Your content MUST sell something or another. Period.

### \* Rebranding and repurposing

Rebranding your PLR will help your products appear unique and of higher quality. By getting new graphics made for your PLR eBook, your book will be different from all the other PLR buyers who are selling the same book.

All it takes is a change of cover image for your product to look better than the rest. You can then charge your own prices without competing with the rest.

You're in a league of your own while the rest compete for scraps as they keep lowering the prices and devaluing the content.

Repurposing will allow you to create new products that the other the PLR buyers will not even have for sale. Hiring a voiceover artist on Upwork to read your eBook and record it will allow you to create an audiobook.

You can then sell this as an upgrade or as the same product with a different format. Just like Amazon, you can charge more for the audiobook, and people will still buy it because of the higher perceived value.

Besides audiobooks, you can repurpose PLR content into checklists, tangible products, etc. Now you have more products to sell.

That equates to more buy buttons in your store and higher chances of you getting more sales.

\* Are you driving traffic?

The third and most crucial component of monetizing your PLR is traffic generation. Traffic is the lifeblood of your online business... and the majority of PLR buyers drop the ball here.

They spend so much of their time using the PLR or rebranding/repurposing the content, but they never master traffic generation. If they do give it a try, they disperse their efforts over too many methods and this ruins their progress and chances of success.

Focus on one method of traffic generation that's suitable for your niche and go hard at it until you see visitors coming to your blog or web properties. Free traffic takes time to snowball, but once it does, you'll have traffic for a long time to come.

Paid traffic is much faster, but there's a learning curve and it's inevitable to lose money initially. Once you master it, paid traffic can be easily scaled up and you can maximize your profits.

Whichever way you go, you'll still need to focus on traffic generation if you want your PLR to make you money.

Keep these 3 crucial components at the forefront of your mind whenever you're using PLR in your business... and success will be inevitable.

## Chapter #10 - What You Really Need to Make Money with Your PLR

Making money with your private label rights content will demand a few qualities from you, and there are some requirements that you'll need to meet.

This goes beyond the file formats and the idea of rebranding and repurposing content, etc. Those are the micro components needed to achieve your goals.

However, more importantly, to succeed in your online business whether you use PLR or not, you'll need to look at the macro components that determine success or failure in your life and business.

In this article, we'll look at how these macro components affect you when it comes to making money with the PLR you purchase...

\* Action

Action refers to you actually using the PLR content you buy. It's about taking the content out of its virtual box and putting it to use. It's about spending time and effort to post the content on your blog and/or repurpose it, etc.

Action is work... and the foundational key to your success in this business. Initially, you will hit brick walls and there will be a learning curve. It's easy to run and hide when the tech stuff seems complicated.

But persistent action will mean you learn what you need to so you can do what you have to in order to effectively implement the PLR in your business. Like they say, 'The secret to getting ahead is to get started.'

\* Skills

You will need skills to expertly wield your PLR content. If you have writing skills, you can easily rewrite the PLR content to make them more unique.

You'll need to learn traffic generation and hone your skills so that you can drive traffic to the offers/content that you've created with the PLR you purchased.

If you wish to sell a PLR eBook as your own, you'll need some tech skills to upload the sales pages, accept payments, deliver the product, add the customer to your list and so on.

All these are skills which are imperative to making money online. You WILL need to spend time learning and practicing to get good at them. Do NOT shirk the learning process because you fear the discomfort that comes from being unsure and/or failing.

The more you try, the better you'll get at it... and in time, you'll be a master at using PLR.

#### \* Focus

Focus is crucial to making money with PLR content. Without focus, you'll keep buying unnecessary content that you never get around to using.

Focus on your business plan and only get PLR that's aligned with your goals. If you have a prepper site, focus on getting survival content. Do not suddenly buy a bundle of online marketing PLR just because it's being sold at a discount.

You need to focus on one course of action until you succeed. Do not scatter your efforts and diminish your focus.

#### \* Consistency

Consistency is another important trait you must have. Keep creating products. Keep repurposing your PLR. Keep making blog posts and so on.

Be consistent with your content creation and distribution... and be consistent with your traffic generation efforts. Small daily improvements are the key to staggering long-term results.

When you're consistent, your efforts will snowball over time and you'll reap rewards many times over in future.

#### \* Heart

Last but not least, you must put your heart in your business and have your business in your heart. Even when you meet with failures, take heart and know that failure is not the opposite of success, but a part of it.

There will be times when your efforts do not yield fruit. You'll be disappointed and think it's your fault. This is normal.

Shrug off these setbacks and try new approaches.

If your product isn't selling, rebrand it again and again... or try another product... or another niche. Take the risk or you'll lose the chance.

Keep trying until success finds you... and it will. All you need to do is not lose heart and keep going.

If you can develop these traits and apply them in your business, you'll see success faster than most other people who go about it half-heartedly and never really gain traction. You must go hard and go all the way.

"Never give up. Today is hard, tomorrow will be worse, but the day after tomorrow will be sunshine." – Jack Ma

I hope you enjoyed this report.

To Your Success,  
Kevin Fahey

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