

PLR KNOW HOW:

INTERMEDIATE GUIDE

**HANDS ON IDEAS TO
GET YOU STARTED**

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Foreword

Welcome to this advanced guide on building your business using PLR. The focus of this guide will be on how to create various content for your business using PLR products.

Product creation is a useful skill that every business owner should master. It serves many purposes from marketing, drawing traffic and building subscriber lists to making profits. PLR products can help people create products without having to put in much effort as all the idea generation and initial product creation has been done for you already.

PLR has been known for helping marketers, entrepreneurs and coaches save time, effort and money on the nitty-gritty areas of growing their business. It has also helped many get their new businesses off the ground and fast-track their efforts to success.

It is hoped that the ideas in this guide will help you to use and apply PLR in ways that will help your business grow as others have.

Chapter 1:

Creating Killer E-Books With PLR

Synopsis

Most PLR packages come with readymade e-books at your disposal. These e-books usually come with e-book covers, source files for editing (usually word documents) and sometimes sales letters or opt-in pages.

You can use these PLR books as free gifts for your opt-in page to build your subscriber list. But it is advised to edit the contents to add in your personal style and flair to make the e-book even more interesting. Good e-books have the tendency to be recommended to other peeps so it's good to focus on further building the quality of the e-books.

Here are a few ideas on creating killer e-books using PLR:

- **Add interesting pictures, diagrams, and charts to exemplify the ideas in the book**
- **Add more relevant points to existing ideas or add new ideas to bulk up the e-book**
- **Combine 3 e-books to make a massive complete guide**

- **Transcribe audio mp3 or video PLR content into e-books**
- **Put in referral links to affiliate products, blog posts or related content.**
- **Finish the e-book with a link to a related paid product as a special bonus for owners of the e-book**
- **Give resell rights or giveaway rights to the e-book**

These ideas will help your e-books to not only engage and intrigue you readers, but also to give them a call to action to perform the next step, whether if it is to share the e-book or to buy something.

PLR e-books can be used for many purposes in one's business. It could be broken down into individual articles to be used in websites or as blog posts. The articles can also be submitted to article submission directories to draw free traffic to your website.

The content in the PLR e-book can also be consumed by the marketer himself to gain new knowledge and insights into the niche they are targeting. This new gained knowledge can then be used in different forms to build credibility and trust as an expert in the field.

PLR e-books can also be used as free gifts to build subscriber lists. The content can also be uploaded into the marketer's email autoresponder as an e-course for his followers. There powerful techniques establish credibility for the marketer and he can then follow up with some paid products (which can also be made with PLR).

The borders of PLR e-books are limitless. It is your job as a marketer to tap into these powers to create and endless stream of bounty.

Chapter 2:

Creating Audio Courses Using PLR

Synopsis

One of the ways of standing out from the crowd is to turn your PLR content into Audio Mp3 formats. Why turn it into a different format? Studies have shown that a majority of people prefer to listen instead of read. You can even listen to audio mp3s in the car while commuting to save time. Audio mp3s also have the ability to excite the emotions of the listeners and make them take action.

Besides standing out from the crowd, creating audio mp3 courses shows that you are a serious marketer and are willing to go the extra mile to give the best to your customers. So here a few great ideas for creating audio courses using PLR content:

- **Transcribe PLR e-books into audio mp3s. Make each chapter into a short audio lesson.**
- **Record a live webcast or audio discussion on the PLR topic**
- **Turn an e-book into an audio CD/DVD and sell them**
- **Do a podcast and talk about the topics in the PLR e-book**
- **Give your subscribers the choice to download either the e-book or the audio mp3 format version**

- **Use the audio version as an added bonus for people who purchase your e-book to increase conversions**
- **Giveaway audio content away for free and ask your listeners to share it with their friends for some viral magic**
- **If you have topics on personal development and self improvement, you can turn them into inspirational audio books or hypnotherapy series (perfect for stress or anger management)**

With audio format, you can turn boring text into exciting ideas and monetize in a totally different market in the same niche - the audio listeners market!



Chapter 3:

Tapping Into The Power Of Videos Using PLR

Synopsis

With the boom of video sharing sites such as Youtube and easy video editing programs, it seems foolish not to tap into this new marketing source. Videos have taken the internet marketing world by storm and now you can too dominate your respective niches with the PLR's help.

This chapter will look at how we can use PLR to create videos which will greatly boost profits and bring your business to the next level.

Make Your Own Presentation Videos

An interesting tool to turn presentations into videos is [Camtasia](#). This tool allows you to take screen captures of your presentations and turn them into videos. You can then edit the videos using Camtasia's in-house editing tools. When used together with Microsoft Powerpoint, you can turn PLR content into exciting video courses and give them to your subscribers or charge them a premium price for it.

The Power Of Video Sharing

Video sharing sites such as Youtube and Dailymotion have millions and millions of views everyday. By posting your PLR-made home videos, you can tap into this large pool of prospects and grow your business exponentially. Always remember to add a link to your blog or website under the video's description so viewers can proceed to your blog for more information.

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Video Courses Are More Valuable

Instead of the usual article series, why not try a video series? A video course pertaining to your niche has a higher perceived value and you can charge your subscribers a premium price for access to the course. To take things up a notch, you can consider putting the videos in a membership site and charge members a monthly fee for periodical new videos.

Videos Are Way More Exciting

Let's face it, there's a couch potato in everyone one of us. Have you ever been guilty of Youtube hopping for hours at ago? I don't blame ya. It's all down to human psychology. We are attracted to visuals and sound elements way more than textbooks. Turn your PLR books into exciting videos and reap the rewards!

You don't have to be a professional videographer to make high converting products. The truth is, content is king. Get your prospects' attention and you're all set! So let's tap into the power of videos immediately and make tons of profit out of it!

Chapter 4:

Conquer Email Marketing With PLR

Synopsis

The money is in the list! This fact holds true from the early days of internet marketing till today. Without your list, its very difficult to reach your subscribers attention and profit from them. So how do we provide tons of useful content to our subscribers? The answer is right in front of you - Use the PLR!

To start out, you can break down PLR e-books into individual articles. From there, you can use those articles as daily nuggets of useful information for your subscribers. The more useful content you provide, the more they will love you and listen to you. That's the basis of building a genuine relationship with your list!

Now that you have given them a lot of good stuff and sort of established yourself as a guru in your niche, it is time to market your own products. The key is to market to them a product similar to the free content that you have provided them over the weeks. Thank God we have more PLR products to satisfy our hungry customers!

Besides just sending them daily emails, you can also email them and give them access to your PLR books – direct downloads, access to a membership site with your PLR content or a contest page for a prize (hint: make one using PLR), the choice is entirely yours!

Here are some of my favorite ideas for using PLR to market to your subscribers through email.

- Load the autoresponder with an educational course made with PLR
- Survey them and give a random prize (PLR e-book) to one lucky respondent

- Hold competitions through emails and reward subscribers with the best responses!

- Last but not least, sell them products (e-books, audio and videos) made with PLR ;)

The possibilities are endless once you got your hands on a healthy source of PLR content. Keep providing them good stuff, and good stuff will come your way!

Chapter 5:

Viral Marketing – PLR Style

Synopsis

Have you heard of Viral Marketing? Viral marketing means letting your content spread non-stop to new people through word of mouth or social media sharing. With social media and networking websites sprouting up like wild mushrooms after a storm, the potential of viral spread of good content is endless.

So we know that viral content is good. And we also know that we can create nifty products using PLR content. So the key is to create products that go viral – which can easily be done using PLR content.

Take PLR e-books for example. Beautifully crafted, ready made to be sold. But hey, why sell to a few people when you can take the e-book, give it away for free and in return ask your subscribers to share it with their friends? And that is the basis of viral marketing – To let good content spread like wildfire!

Here are some other viral marketing ideas using PLR:

You can turn PLR e-books into videos as mentioned in the earlier chapter on videos and post them on Youtube. Youtube has millions of users and is now one of the largest search engines on the web. The possibility of your personal video being spread is very high as long as the content is good. But why not submit 10 or even a 100 videos instead of one... just because you can?

You can also “bribe” your subscribers to spread your viral content for you. This can be done by giving them incentives for sharing your stuff such as free e-books, audio courses or videos. You just need to start with a small pool of followers and in no time the viral magic will bring your business tons of new hungry leads.

Facebook pages is also a lovely tool for viral marketing. The more “likes” you get on Facebook, the more your page gets seen on peoples’ news feeds. Hence, the key is to post tons of useful content (use the PLR!!) on your Facebook page and encourage your subscribers to interact with one another on the page.

Remember, the more “interactions” and “Likes” on the page, the more potential for it to be spread to the world. You can also tell your Facebook fans to share your content with other Facebook users for some mega viral promotion.



Chapter 6:

Building A Membership Site With PLR

Synopsis

A membership site is the most common way to earn passive residual income online. A membership works by attracting customers to join to get a certain benefit on a monthly basis by paying a monthly fee.

PLR products are great for getting your membership site started. Let's say you are in the home business mindset niche. Inside your membership site, you can use your PLR content to create tons of products catering to your niche. This could be anything from articles, e-books, motivational posters, audio courses and video courses.

A good way to turn leads into customers is by giving them a free trial of membership access to the membership site. Once they have had a taste of your quality goods, they won't hesitate to resume their membership the next month even for a fee.

Another strategy would be to give your customers the option to upgrade their membership from silver to gold access. Members with gold access can have added access to more high-tier products such as video courses and marketing tools. You can even organize mastermind groups for gold members to brainstorm niche dominating ideas together. This is great because once you get people interacting inside your membership site, they will be more likely to stay on as members.

Here's are some extra ideas for using PLR to build your membership site:

- Give your site members resell rights to the e-books in the membership site. This let's them resell the book and to earn money for themselves (be sure to include your links in the book)
- Reward your loyal members who refer more members to your site with more good stuff (make the rewards using PLR)
- Organize referral contests on your membership site to explode your profits! Package a few PLR e-books to form a big prize)
- Sell products such as e-books, video courses etc. and get your members to be your affiliates

In summary, a membership site is a great way to build a loyal following and generate passive residual income for yourself. PLR can help you create tons of useful products to be given to members in your site.

Chapter 7:

PLR Most Common Questions (FAQ)

Synopsis

Are you still undecided about PLR and it's benefits for your business? Here are the answers to some of the most commonly asked questions about PLR:

QUESTION:

"Will Google punish me for having similar content to others who use the same PLR products?"

ANSWER:

Short answer: No. The truth is, many websites out there provide similar information out there which is perfectly normal and impossible to avoid.

For example, if you search for "Map of Arizona" you'll find tons of resources on it, but you don't find Google punishing those sites for having the same information now, do we?

QUESTION:

“Can I give PLR products away for free?”

ANSWER:

“Yes. But depending on the rights you are given for the PLR products you purchase. Most PLR packages do not allow you to **give PLR rights** to the PLR products you purchase (this usually wrecks the quality).

QUESTION:

“Why haven’t I made any money from PLR yet?”

ANSWER:

It’s all about HOW you use the PLR. Whether you want to use it to monetize, drive more traffic, or use it as a backend product, PLR is more about supplementing your existing business. You can also use it to jumpstart gaps in your business, such as lack of traffic, products or ideas for blog posts. PLRs left collecting dust in your hard drive is hardly going to make you any money.

QUESTION:

“What is the quality of PLR products like? Is it bad?”

ANSWER:

Absolutely not! PLR products from reputable sources are made by a team of researchers, copywriters and designers. PLR products have to be good in order to compete with the high standard of products churned out nowadays. Providing good products and content is the forefront of any good business and PLR resellers would be out in the streets if their products sucked.

QUESTION:

"Should I edit the PLR products before use?"

ANSWER:

Ideally, yes. This is to add your own personal flair or style to your products which customers can relate to. If they like your stuff, they will definitely come back for more.

Wrapping Up

In these 7 chapters, we have looked at what we can do with PLR to help create products, market our businesses and create a loyal following. The next step would be to start applying these ideas and fill in the gaps of our businesses.

If you wish to take things a step further, you can combine ideas such as membership sites with video marketing and viral e-books. PLR products can give you the jump start you need to construct a solid business foundation and provide a steady flow of quality content and value for your followers.

Always remember, you can have all the PLR books in the world but if you fail to take action, you will have nothing to show for. So the next step is to plan where can you apply PLR products into your business immediately and get work on it!

Get **95** High Quality Products
Professionally 100% Setup For
You In **72 Hours** Or Less!

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