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Creating Great Content Fast: Tips On Creating High-Quality Content with Private Label Rights (PLR)

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<http://www.plrvillage.com>

Amy Harrop

<http://PLRVillage.com>

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An Explanation Of Private Label Rights

Private label rights for digital information products are very popular among internet marketers. You may or may not have heard of private label rights before. When you have been online for any length of time you will definitely know what they are. However, for those of you who don't know what private label rights for digital information products are let me explain.

Private label rights will allow you to buy a product from someone along with all of the rights that go with it such as the source file (word document), sales page, graphics and so on. This will give you the right to make as little changes or as many changes as you want to on the product. You can change just specific areas if that is what you want to do.

Some of the changes that you can make are:

One: you can change the title or name of the product.

Two: you will be able to add your own name to the product as the author.

Three: you will be able to change the E-cover on the product if it is an eBook.

Four: you will be able to put your own affiliate links throughout the product wherever you want them.

Five: you can change, add or remove any of the content on the product.

Six: you will even be able to change the sales letter so that it sounds better to you.

Seven: you can even change the price of the product if that is what you want to do.

Now you need to know what the difference is between private label rights products and the more common resell rights. Private label rights means that you are given the editable rights to add, remove or change the product anyway that you decide to, and with resell rights products you are only given the right to sell

the product and can't change anything.

You can sell both of these products and keep 100 percent of the profits. However, with the private label rights products you have a lot more control over the product than you would with the common resell rights products. I am not saying that one type is better than the other one. The one that you sell is totally up to you. However, having more control over a product can mean that you can make that product more unique than it was before. This can mean more profits for you. So you want to make sure that you really think about which one is more important for your business.

One other thing that you want to remember is that with the private label rights you will be able to add credibility to your name. This means that when you have your own product people will be more likely to believe that you know what you are talking about. This is not always true but it can be and it can mean more profits for you.

Plus with private label rights for digital information products you will be able to have your own product without having to go through the hassle of creating that product. This will save you a lot of time and a lot of effort. That way you can concentrate on selling your new private label rights product. These products are definitely worth buying if you can afford to get them. You just want to make sure that you find a product that your customers are hungry for. The more they want it will mean the more money that you can make from it. So take the time needed to find that perfect product that your customers will gladly hand over their money for.

Is Using PLR A Mistake?

It's amazing what a bad reputation private label content (PLR) has in the Internet Marketing world. I was just reading a blog post in which the author (who shall remain nameless) was blasting anyone who uses PLR, calling them some pretty unflattering names. In his opinion, anyone who uses PLR doesn't care about their business and is doomed to failure.

Yikes. As much as I have to disagree with his overall view, he did bring up some valid points:

1) He used the term "junk PLR" over and over again throughout his post, so I know he was referring to the poor-quality content that reads like it was written by a third-grader. Having been unfortunate enough to purchase some of that myself in the past, I understand his dissatisfaction.

However, nowadays things are changing! More and more professional writers are seeing the benefits of writing for a larger client base, rather than focusing solely on individual contracts. Most often, these are writers who have been earning a full-time income from their writing skills for years, and they know their topics well. The result is high-quality, professionally written material that can be very useful for the online business owner.

I'll even go so far as to say that any hack writer who puts out junk content will not be in business for long. The only way to build a successful long-term writing business is to stand by your work and provide the utmost quality and value for your customers - whether you're writing for one client at a time, or providing PLR content to many clients.

2) This blog owner also seemed to be under the impression that anyone who uses PLR content is lazy or untalented and doesn't want to put in the time and creativity to create their own products. It's probably true that some people don't want to create their own products - but I highly doubt the reason is laziness or lack of talent. Rather, I think that many people have great ideas and knowledge

but don't know how to form it into a finished e-product. Either their writing skills are not strong enough, or they are pressed for time, or they just happen to find a great PLR product that already conveys the ideas they would have included in their own product.

There are as many valid reasons for using PLR content as there are business models. My client base includes professional life coaches, business coaches, relationship coaches, public speakers, internet marketers, professional bloggers and more. These people are anything BUT lazy and untalented! They have thriving businesses and they see real value in sharing quality content with their visitors.

3) Finally, this blog author was very firm in his belief that PLR content provides no value to the customer who purchases it because it's being sold on other websites as well. This is a valid point because it's very possible that a customer might end up purchasing the same ebook or report more than once, not realizing it's the same material.

However, the majority of people understand the value in modifying PLR content so that it's more unique to them. You don't have to completely rewrite something in order to make it unique! What many people do is go through and insert their own comments, experiences and advice into the original copy. They may add a few exercises for the reader to help clarify the concepts, or even bundle the original copy with other PLR material so it creates a completely new product. There are endless ways to do it. The true value the customer receives is in the ideas and concepts themselves. Do they help the customer? Does the material provide helpful advice and information that overdelivers in value? If so, you've got a sure winner!

So, after reading all of this, do you feel that using PLR is a mistake like "Mr. Negative"? Or do you see how it can work to your advantage, like so many other successful business owners today?

It's all about how you use it to bring added value to your customers and visitors.

How To Use Private Label Rights Content

If you are looking for a way to take your website to the next level you may want to consider using private label rights content. This craze has picked up over the last year or so, and there is no sign of it slowing down in the near future.

The main reason that this trend has become so popular is quite simple. When you use private label rights content you will have the ability to update your site with new content every month. This means that you will never again have to worry about your site getting stale due to the same old information. In addition, you will never have to write another article. All of your private label rights content is delivered to you direct each month, and then all you have to do is post it to your site.

But even though you can simply get the content from your provider and post it, there are other ways that you can take advantage of private label rights content. Simply put, you do not have to settle for the content the way it is. When you have private label rights you can do to your articles whatever you please.

A few of the more common modifications methods are as follows:

1. Basic edits can be done to any of the content that you receive. This means that if you do not like the sentence structure, you can simply change things around to suit your needs. In addition, you can also take out any information that may not be pertinent to your site. This is also helpful if you are dealing with size constraints on the content that you are posting to your site.
2. If you do not feel that an article goes well with the rest of your content, you can simply keep the main ideas, and reword everything else. Even though this may take a few minutes, it is well worth it.
3. Adding words to private label rights content is also very common. If there is something missing you can simply insert it where necessary and continue on. Also, if an article is not long enough to suit your needs, you can add to it in order to meet your size requirements.

The thing to remember is that with private label rights content you can modify

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them however you want. The content is yours to play with, and you can make it work for your particular site in whichever way you deem necessary.

In addition to modifying your content in order to make it more suitable to your needs, you may also want to look into using it any other ways. Since the content is yours, you can do things such as create e-books or online courses. This is a great way to start up an additional stream of income without much hassle at all.

Overall, private label rights content is something that you should look into if you have a website. This is one of the best ways to keep your site up to date and current.

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Benefits Of Using Private Label Rights Content

One of the most popular questions circulating the internet industry today is how private label rights content can help build traffic. And if you know the answer to this question as well as the benefits, you may find out that your site is more successful than you ever thought possible.

Private label rights content can be legally edited after you purchase the rights. This means that you can do whatever you want with the articles; it is up to you to make the work.

Listed below are a few reasons on why you should use private label rights content, as well as how it can benefit your site.

1. By using private label rights content you will save yourself a lot of time over the course of a month. Think about, how long would it take you to write a high quality article? An hour, maybe longer? Instead of tying up all of your time writing new content, you can simply use private label rights content. This way you can post new content to your site on a monthly basis in no time at all.
2. When you use private label rights content you can avoid outbound links that are included with other articles. This way you can make your content look much cleaner, while also having the ability to add links that you are interested in.
3. You can edit private label rights articles in whichever way you would like. This means that you can complete edits, or add and subtract as much information as you would like. Remember, you own the articles so you can do whatever you want to them.
4. You can take credit as the writer of the article. By doing this you will be able to establish yourself as an expert in your industry. This alone will go a long way in garnering new clients, which will in turn increase your profits.
5. When you buy private label rights content, you are buying articles that you written by professionals. This means that you never have to worry about the content being inaccurate, or poorly written. If you are not a great writer yourself,

this is reason enough to use private label rights content.

6. Buying private label rights content means that you are going to get several articles related to the same subject. This makes things much easier because you will be able to build your site with your interest in mind, and then find private label rights content that adheres to those guidelines.

These are just some of the benefits that go along with using private label rights content. If you are not sure if private label rights content are right for you, why not give it a shot? It will only cost you a few dollars, and it may end up making you much more than that. Consider it an investment in your company. You may be surprised at how well private label rights content will work for your website.

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