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# PLR FAQ

You Asked. I Answered.

Making PLR Make Sense – a  
Guide for Bloggers



By

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### About Nicole:

Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole loves to help online business owners to earn more money AND have more fun! She is an expert in Affiliate Marketing, Affiliate Management, "Lazy Marketing" for passive profits, Outsourcing Effectively, and Marketing with Content. But, she's got a secret. She uses a LOT of shortcuts.

Nicole juggles a lot of things, but she does it all without owning a Blackberry or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work.

She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Eddy (short for Edison) & Einstein.

### Resources from Nicole:

Learn the secret shortcut that many niche marketers use -> [Quality PLR Content](#)

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Find out how Nicole has gotten a waiting list of people who want her to steal their web traffic: [Guest Blogging on Steroids](#)

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Jimmy D. Brown called her Wonder Woman when she was his Affiliate Manager. Why? She got more done in a day than he thought she'd accomplish in a month.

Check it out here: [Teach Me How to Have a Business AND a Life at the Same Time](#)

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For infoproduct marketers, Clickbank is a hands-free way of selling online. Are you ready to get your infoproduct out of your computer and into the Internet — where it can start making moolah for you? **Check it out Nicole's course here:** [Show Me How to Sell My Products on Clickbank](#)

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## ***Introduction***

Before I jump in, I'd like to introduce myself if you haven't met me yet. I'm Nicole Dean, and I've been involved in Internet Marketing since 2004. I dabbled before that, but 2004 was the year that I actually started considering myself in business.

I tell people that I climbed up the learning curve with bloody fingers. I did everything the hard way. It was once I found shortcuts that I realized just how difficult I was making this "Internet Marketing thing" and I finally started to make some real money. Thankfully, I'm doing very well now and am enjoying both the financial goals that I set out for myself, but more importantly the lifestyle that I'd always wanted – working when I want, where I want.

ok. Let's talk shortcuts. We all have limited hours in the day, so how can we get more done in less time? PLR is one of my absolute favorite shortcuts for any online business owner. Unfortunately it sometimes gets a bad rap and is oftentimes confusing to bloggers.

Awhile back I asked my readers to send in their biggest questions about using PLR in their businesses. I answered them all in this document.

I hope it is helpful!

Warmly,

*Nicole Dean*



I'm on iTunes: <http://www.itunes.com/podcast?id=392275832>

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## **The Basics**

### ***What exactly is PLR?***

Private Label Rights (PLR) articles are written and sold to multiple online business owners to use on their websites, blogs, in their ezines, or to create infoproducts.

The great thing about PLR articles is that you can edit the content, load it up with links to recommended products and services, translate it into multiple languages if you wish, and you can put your own name on the content to establish yourself as an expert. They're fantastic for people who are not prolific writers or who just would prefer to focus on other areas of their business.

PLR articles were invented to make it easier and more profitable to be in online business. Any blogger or webmaster knows that you want to create a large amount of valuable content to keep your online business growing. It doesn't matter whether you're writing a Food Blog or are selling Beauty Supplies – you'll want articles for your blog and also for your ezine or newsletters to offer fresh information to your customers on an ongoing basis.

The problem lies in creating it all. That's where PLR comes in. PLR articles are written by professional writers and sold to multiple people. It's kind of like splitting the costs of having them written for you. You get great content at a very affordable price (usually around \$1/article).

And if you're a busy blogger – blogging is about to become super fun, more productive, and, hopefully, more profitable for you.

I've been providing PLR content to Internet Marketers since 2006 and run one of the most respected PLR sites online. All of the PLR articles and reports are written by my team of writers and edited by a second member of my staff. It's all 100% ours and we limit the content so that we sell limited quantities of each pack.

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### ***Who can benefit from PLR?***

That's a great question. Actually pretty much anyone with an online presence can benefit by using PLR.

Some of my customers are...

- Bloggers.
- Affiliate marketers.
- Virtual Assistants.
- Authors or those who wish to be.
- Podcast owners.
- Infoproduct Sellers.
- Membership Site Owners.
- Coaches.
- Consultants to Offline Businesses.
- Network Marketers/Direct Sellers.
- Realtors.
- Professionals.

Heck, a lot of the 'gurus' shop at my site. My customer list is pretty darned impressive if I do say so myself. I still get goosebumps when I see the marketers that I look up to buying my PLR to use as drafts in their projects. It makes me proud of what I do.

But, to sum up - pretty much anyone who has a website or blog or who assists someone who has an online business, can benefit from using PLR.

### ***What are the Pros and Cons of PLR?***

Let's compare PLR to a few other popular methods of creating blog posts.

#### **1. Free reprint articles.**

Yes, you can go to EzineArticles.com and grab content there for free, but – you can't edit it, and you must link to the author in your resource box. Plus, you have to sort through thousands of really awful articles in order to find the occasional gem there. (I sent my mom, who works as my VA, there to

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find some articles for me – and I got a phone call from her with a “What in the world?!” – It was more than embarrassing what she found on the site while she was looking for articles for me. UG. Very embarrassing.)

So, that's not my preferred method, unless you can find articles by experts – but, even in that case, you have to link to their website rather than to your own products and services.

Important notable exceptions:

- There are top quality reprint sites out there. I happen to own one – LadyPens.com – we focus on quality, rather than quantity. IdeaMarketers.com is also quite good.
- EzineArticles.com DOES attract experts. So, if you search for a person's name who is someone huge in your field (rather than just keywords), you will probably find them on that site.

However ... with PLR, you link to what you want to, you can make the articles reflect your own thoughts and opinions and experience, and you are the expert rather than endorsing someone else as the expert in your field.

### 2. Hiring a Ghostwriter.

I love Ghostwriters, but they're much, much more expensive than purchasing PLR. With PLR articles, you can normally get your articles for \$1/article. If you hire a Ghostwriter, they can cost anywhere from \$5-\$50/article or more, depending on the quality that you're looking for.

What I recommend to my clients is that they start with PLR and then bring in a qualified Ghostwriter to improve/customize the articles if they do not have the time, ability, or inclination to edit them themselves.

### 3. Writing the Content from Scratch.

Of course, you can write all of your own content, but I personally find that sometimes I run fresh out of ideas, and get stuck staring at a white blank screen. That's when I'm so thankful for the PLR that I have stored in my

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blog in “draft” mode. I can open those PLR docs and use them as rough drafts to create blog posts that are original and showcase me as the expert that I am.

## **Rewriting/Tweaking PLR**

### ***Why should you customize your PLR? What's the benefit?***

I always highly encourage our customers to customize the PLR that they purchase. Especially if you plan to post them on your blog, then the biggest reasons, in my opinion, to do so are:

#### 1. SEO.

While it is not a requirement to edit the PLR articles that you purchase, smart marketers do so. At the very least, I would encourage you to change the title of the article to reflect the keywords that you're aiming for, and to make the page a touch different than others who purchased the same article. I'll get into that a bit more in the next question.

#### 2. Branding.

I would also consider branding your business as another reason to alter the articles. Including positive customer quotes and examples specific to your company will certainly benefit your customers' image of your brand.

#### 3. Niching them Down.

Always niche down the articles, whenever possible. If you're in the Beagle niche and you purchase a set of puppy PLR articles, then edit them to be specifically about the Beagle breed, including photos, of course.

#### 4. Adding More Value for your Readers.

You're the expert, right? You know your market inside and out, hopefully. So, adding your own insights and opinions to the articles will make them better than when the articles leave my PLR store. I believe that getting these quality articles into the hands of experts, like yourself, who can then add their own knowledge, should make the web a better place.

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