

Confidently  
***USE PLR***

to

***BOOST***

Your Mailing  
List



# **Confidently Use PLR to Boost Your Mailing List**

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# 3 Surprising Facts about PLR Content

How can you expand your blogging or coaching business without increasing your workload? Try private label rights, or PLR! To help you out, let me give you some facts about PLR.

First of all, what exactly is PLR? It's content that a writer or marketer creates and sells to their customers with the understanding that the customer will use it as they wish in their own business. With private label rights, you can use the content as your own and post it online, sell it or give it away as if you wrote it.

You're free to edit or change the content if you like. You can add your own thoughts and opinions if you want to. You can reconfigure it into different formats if it suits your business plan. If you're new to the concept of PLR content, here are three surprising facts about PLR you'll be glad to know.

## **Fact #1: It isn't stealing to use PLR content.**

If you find an interesting article online and copy the whole thing to your own website,

you're stealing. It doesn't matter if you credit the author or not. If you take more than a paragraph or two, you've violated copyright law because you didn't have the right to copy that material.

With PLR content, the seller is giving you the right to copy their material. Most PLR providers even allow you to change the content if there's a point you disagree with or if you want to add your own opinion to the work.

## **Fact #2: It isn't unethical to use PLR content.**



When you purchase PLR content, you don't just purchase the content. Included in the purchase is a license. The license gives you rights to use the content in accordance with its terms.

The PLR writer decides what the terms of the license will be. They can be as simple or as complex as the writer wishes. Typically, the license will forbid you from passing along PLR or resale rights. It will usually prohibit you from using the PLR writer's name on the content, too.

Sometimes, the license will not permit you to give the content away free or sell it on auction sites. When you download the content, you'll get a copy of the license. Be sure to read it and comply with the terms.

Using PLR content to grow your business is not only completely ethical but is expressly permitted by the terms of your license.

### **Fact #3: People you respect are using PLR, you just don't know it.**

Thousands of online business owners use PLR to power their businesses. It's how they're able to produce so many blog posts, e-books, lead magnets, podcast episodes, Facebook Live videos, and more.

The simple truth is trying to create all of your content on your own can be exhausting. But PLR is an affordable solution that's easy to customize for your community with just a few subtle tweaks.

### ***Put These Ideas to Work for Your Business***

1. What would you use PLR for?
2. What questions do you have about PLR?
3. What concerns have kept you from using PLR?

# How to Make Your PLR Content Unique

Private label rights content is content you purchase to use for your business. It's often much cheaper than hiring a ghostwriter and it's faster than creating the content yourself.

One of the drawbacks of PLR is that anybody can purchase it. But this doesn't have to be a big deal for you. Instead, just take the PLR you've bought and customize it for your business by following these tips:

## Change the Titles

The very first thing you want to do when using PLR is to change the title. Let me give you an example. When you search on Google, you can find millions of articles titled *How to Choose the Right Lipstick Color* or a subtle variation like *Choosing the Right Lipstick for Your Skin Tone*.



Now Allure magazine could have used that same tired title. But instead they opted to use the headline, *The 10 Commandments of Lipstick*. This title leaves readers curious. It makes them wonder if they know all ten of these lipstick rules – and whether they are breaking any -- which causes them to clickthrough to the website.

## Rewrite When Necessary

If you're publishing the PLR content to your blog and you want to get organic search traffic, rewriting is a must. That's because search engines love original content that's entertaining and informative. You'll also want to optimize your content for your keywords.

In this case, think of the PLR you buy as a starting off point and make it your own.

But when you're using PLR in other cases, you don't have to rewrite every word of the content you purchased. If you're using PLR in your autoresponder or as an opt-in report, just lightly edit it to slant it toward your target market.

You'll also want to add in your own opinions and stories to make the content unique to your community. Doing this establishes you as a thought leader in your niche.

## **Add a Call to Action**



PLR content will often lack a call to action at the end. That's because the PLR seller doesn't know what your funnel is or what role any particular piece of content plays in it. So it's your job to add CTAs to the content you've purchased.

Your CTA will depend on what step deeper into your funnel you want your reader to take. If this is content that's on your blog, then you want to include a call to action that invites visitors to

become subscribers. If it's a free report that you're giving to subscribers, your call to action might be recommending they buy a product or service from you. Regardless of what PLR you use, always add a CTA to encourage your community to go deeper in your funnel.

Making your PLR content unique is important but it doesn't have to be time-consuming. You only need to spend 15-20 minutes editing the content before you share it with your community.

## ***Put These Ideas to Work for Your Business***

1. What story or opinion would you like to add to the PLR you own?

2. How could you change the title of PLR you're using? Brainstorm a few ideas...
3. What are three calls to action you want to include with your PLR content?

## 3 Fun Ways to Use PLR

When it comes to building your mailing list, there's one secret weapon you should definitely be using: PLR content. Private label rights content is an ethical tool that's easy to implement. Try using it one of these three ways and watch what happens to your list.

### Launch Multiple Opt-Ins

Opt-in gifts are like bait. They offer something the reader wants and motivates him or her to bite – that is, to go deeper into your sales funnel. But having just one isn't enough. If you really want to hook new subscribers, you need multiple gifts dangled throughout your website.

Having multiple opt-ins is especially important if you have several customer avatars. For example, you're a business coach that helps women create recurring income. Customer avatar #1 is a service provider who's looking for more passive income opportunities. She might like an opt-in gift about how to add more affiliate marketing to her business.

Customer avatar #2 is a stay at home mom who wants to make recurring income by writing books. Your opt-in gift might be a guide to self-publishing for new writers.

You're helping these women discover recurring income but you're also tailoring your opt-in gifts to meet the unique needs of each one.

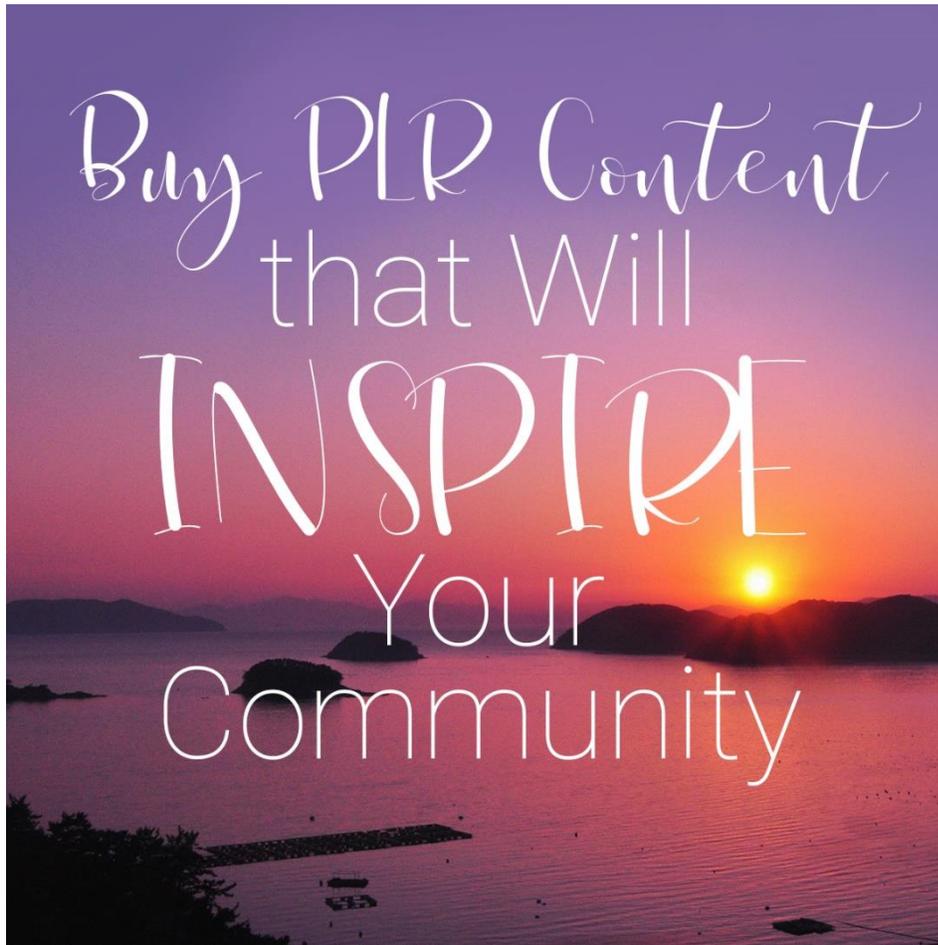
### Come Up with Blog Content + Upgrades

If you already have a few pieces of content that you want to use as opt-in gifts then you can find PLR on these topics to post on your blog. For



example, maybe you wrote a short report on how to get started with self-publishing.

Then you'd want to find and purchase some PLR on the topic of Kindle publishing.



Rewrite this PLR content and post it to your blog then add a strong call to action inviting visitors to sign up for your short report.

### **Funnel Traffic to Your Opt-In Page**

Another way to use PLR content to grow your mailing list is to break it down into social media posts. Look over a PLR article or blog post and take 5 sentences from it. Use those

sentences as text updates on social media and link to your opt-in page.

If the PLR seller included images, you can use those too. First, brand them by adding your logo or website name to them. Then upload them to social media sites. Link your followers to your blog posts to encourage sign ups.

PLR content can help you grow your list quickly and easily. This gives you more time to spend growing your community.

### ***Put These Ideas to Work for Your Business***

1. How many opt-ins do you currently have on your website or blog?
2. How are your opt-ins performing? Is there one that's converting better than the rest?
3. Look over your PLR content. Could you create social media updates and images using it?

# Creating Content Upgrades with PLR

Many online business owners who use PLR edit it and publish it on their blogs. They spend a few days promoting it then they just let that post die a quiet death. The problem is that while the post may be informative for the reader, it doesn't invite them to go deeper.

That's what a content upgrade is all about. It's a way of building on the blog content so that visitors are invited to become subscribers who will (hopefully) go on to buy your product or services.

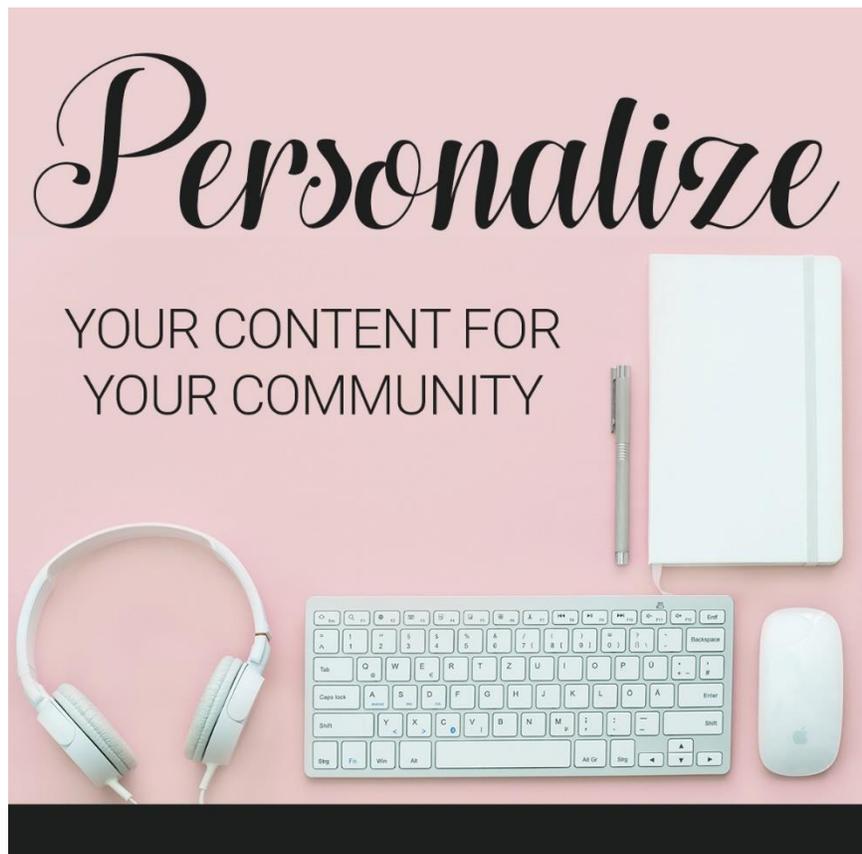
But don't freak out thinking that content upgrades have to be difficult. They're easy to make. All you have to do is take the PLR you posted to your blog and turn it into an upgrade. Here's how to do just that.

## Create a Checklist

You know that tutorial you posted to your blog? Summarize each step in just one sentence. Then paste these steps into your favorite word processing software.

You can use the bullet point feature and select squares for an instant checklist. Now just save it as a PDF and you have a downloadable checklist to include with your tutorial.

## Make a Worksheet



Take a PLR article and turn it into a worksheet. All you have to do is come up with 3-7 questions. For example if your blog post is about overcoming fear, you may want the first question to be something like: "What were you afraid of as a child?"



Want another example? Just look at the questions that you've seen at the end of each of the sections of this e-booklet.

Keep asking questions until you help your readers work through their fears. When you've finished, save your questions as a PDF and you have a worksheet you can use as a free content upgrade.

### **Design a Resource List**

When it comes to creating a resource list, look at the tools or software mentioned in your PLR content. For example if your PLR content is all about how to

make beautiful graphics, it probably mentions websites like PicMonkey or Canva.

All you need to do is open a document and copy every tool listed in your PLR. Be sure to add links where necessary so subscribers can find what they need easily. Save your list and upload it to your website as a simple content upgrade.

### **Turn Your Post into a PDF**

Sometimes, visitors want to keep your post for future reference. This is especially common for tutorials, recipes, and lists. So, make it easy for visitors to access your content again by providing a PDF of your post.

This is a content upgrade that's deliciously simple. As soon as your newest post goes live, visit a website like PrintFriendly.com. Once your conversion is finished, upload your PDF to your website and you have another content upgrade ready to go!

Content upgrades can be simple and easy to make. It just takes a few minutes and you can turn any post into a conversion machine.

### ***Put These Ideas to Work for Your Business***

1. What's one piece of PLR content that you could turn into a checklist?
2. Which of your blog posts could you add a downloadable resources list to?
3. Have you tried turning a blog post into a PDF to see how it converts?

## Taking It A Step Further: How to Reuse Your PLR



Most online business owners make a crucial mistake with their PLR that limits their mailing list growth – they use it in only the format it came in. For example, you bought a PLR report on how to stop procrastinating. You broke it up into blog posts, created content upgrades, and called it done.

But the truth is you can switch up your PLR content by using different formats like changing text to audio. This can make your content stretch even further. Here's how to use different formats to grow your list:

### Turn a Report into Podcast Episodes

You're probably using at least one PLR report or workbook as an opt-in gift. That's great for a downloadable gift. But take your text and transform it into audio by creating podcast episodes.

This doesn't mean you should have long podcast episodes where you read out the entire content. Instead, grab the main ideas from your PLR content and expand on them in audio. Add new insights and opinions. Brainstorm recommendations you forgot to include the first time around.

At the end of your podcast episode, let listeners know they can download the full report or workbook from your website. Then direct them to your opt-in page so they can sign up for your mailing list.

## **Live Stream an eBook Chapter**

If you have an eBook as an opt-in gift, break it down chapter by chapter. Turn each chapter into a live video using a social media platform like Facebook Live or YouTube streaming.

Again, your goal is not to read the entire chapter to your viewers. You want to expand on the chapter by going deeper into it.

If some of the content has changed since you first uploaded it, then talk about that. For example, you might say, “In the e-book, I mentioned a graphics website that’s no longer online, now I recommend ABC tool. It has a similar layout and I like that it’s simple to download the images I’ve created.”

When you’re winding down, make sure to mention that visitors can download your e-book in its entirety on your website. Provide a link to your opt-in page in the comments section so viewers can easily sign up for your awesome gift.

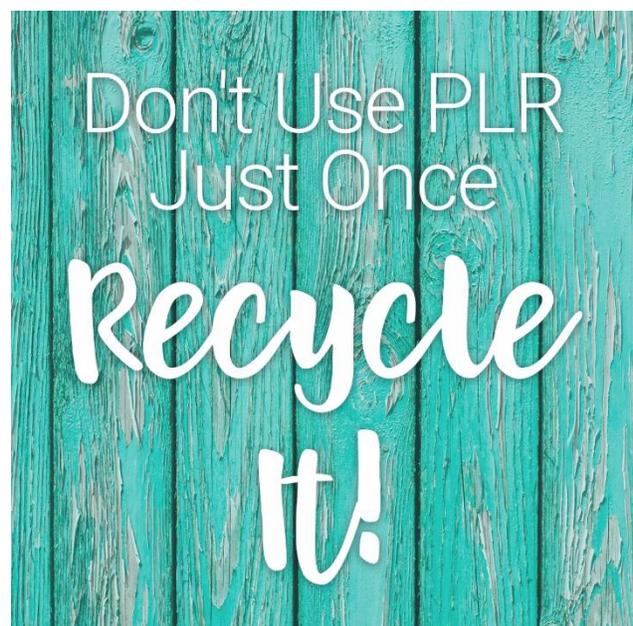
## **Create a Challenge from Your Course**

If your opt-in gift is a course, consider turning it into a challenge. This works especially well if your challenge is short (think 7-10 days) and has plenty of action steps that your followers can follow through on.

Create a Facebook group and invite participants. Let them know that they have to sign up for your mailing list and download the course in order to follow along.

Then show up in the group each day of the challenge. You can do this by starting discussions, creating homework assignments, or using Facebook Live to motivate your challengers.

At the end of each day’s assignment, remind your attendees to sign up for your mailing list so they don’t miss new challenges. Have a special opt-in page for



these participants since your challenge can lead to a lot of new traffic and new subscribers.

Don't fall into the trap of only using your PLR in only one format. You can recycle your favorite PLR pieces again and again.

### ***Put These Ideas to Work in Your Business***

1. What PLR content could you turn into a podcast episode?
2. Have you tried using PLR for live streaming content? How did it go?
3. Do you have PLR content you could quickly repurpose into a challenge?

Thanks for reading!

Stop by my blog at [PLRLaunchCentral.com](http://PLRLaunchCentral.com) for the latest on PLR releases.

Want to learn more about PLR and how to use it? Have a look at my Kindle book.

