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Table of Contents

Introduction.....	5
AdSense Sites.....	6
List Building & Email Marketing.....	7
Blogging.....	8
Information Marketing.....	9
Article Marketing.....	10
Social Marketing.....	11
Physical Products.....	12
Forum Marketing.....	13
Self-Publishing.....	14
Review Sites.....	15

Introduction

Private label content is available everywhere these days, and it has never been more affordable to buy high-quality PLR. As more sellers compete, prices have hit an all-time low, and quality is rising. More competition means better quality content at rock bottom prices!

Yes, you still have to be careful. Not all PLR sellers are honest. Some will attempt to sell you garbage content that was spun from other PLR, content written by individuals who barely speak English, or even stolen content. However, if you purchase from a reputable PLR seller, you are probably going to get quality content.

In this report, I'm going to teach you the top 10 ways to make money with PLR content, including AdSense sites, blogging, forum marketing, email marketing, list building, and much more!

So let's get started.

AdSense Sites

One of the most common uses for PLR articles is the creation of AdSense sites. Simple websites can make quite a lot of money on autopilot if you take care to create them properly and promote them.

Many people feel that AdSense is no longer profitable, but that isn't true. While the glory days of \$10 clicks are definitely over for the most part, AdSense sites can still be extremely profitable if they are done correctly.

There are two main components of a successful AdSense website:

1. Quality content
2. Backlinks

It's very important to get quality content (from multiple sources, if possible). Search engines are becoming "smarter", and low-quality content is no longer acceptable.

And PLR content CAN rank well if you get plenty of backlinks from high-quality sites. Don't just put up a site and let it sit there. You have to promote it!

List Building & Email Marketing

If you have been in internet marketing long at all, you have probably heard the phrase "the money is in the list". Building an email list of targeted prospects is one of the most profitable things you can do, and you can use PLR to do so.

Obviously, you can use PLR content for article marketing, blogging, or other methods to get traffic to your squeeze page, but you can also find high-quality PLR reports which you can give away to users to build your list. Reports can vary from 10 to 20 pages (or more) and often come with squeeze page design and copy, so all you have to do is insert your opt-in code and set your autoresponder to deliver the free report!

Not only that, but you can also use PLR content to manage your list once people have joined. You can set your autoresponder to deliver a new article to your list members every week or two in order to keep them

interested. Delivering free content will also make them look for your emails, making your list much more effective.

PLR is a fantastic way to build and run an email list, because it frees your time up for other things!

Blogging

Blogging is one area where people differ with regards to using PLR content. Some people feel you should only post unique content to your blog, while others feel that PLR is perfectly fine as long as you modify the content in order to add your own voice.

I personally believe that using some PLR on your blog is fine, but I do agree that you should edit the content in order to make it more personal for your visitors.

Part of the appeal of blogs is their personal nature. People enjoy connecting with bloggers they follow, and it makes it much easier to do so when they can learn a bit about you and your personality. Using solely PLR content will make it hard to connect on that personal level, because PLR content is so often very dry and matter-of-fact.

It's a good idea to add a few sentences here and there and change the wording of the articles to make your personality shine through, but a complete rewrite of the content isn't necessary. I wouldn't use PLR on a blog in the internet marketing area, as it may be recognized by other webmasters, however using it in other niches should be just fine.

Information Marketing

Many people would love to have their own information product, but they worry that it is too expensive to outsource and too time-consuming to do on their own. Fortunately, there is plenty of PLR available in the form of eBooks, audio, and video!

I do not advise using PLR content as-is if you want to have affiliates. At the very least, you should have a unique design created for your product so that affiliates feel they are promoting a unique product. You don't want to be competing against several other people who are all using the same content, but if you create a unique design, many affiliates will see it as a unique product.

If you only want to promote the product yourself, a design change is not necessary unless the design that comes with the product is ugly or

unprofessional in appearance. (This is true in niches, but not in internet marketing where webmasters may have seen the PLR. In this case, you need new graphics and new copy.)

Quality is absolutely critical when using PLR for information marketing. If you are selling material that is substandard, you will probably experience a lot of refunds.

Article Marketing

Many people believe you can't use PLR for article marketing, but that isn't always true. A few article directories do accept PLR, especially if it is good, but you will usually need to be the first person to submit a particular article.

However, you can definitely use private label articles as the basis for your own unique articles. PLR can be a great source of ideas and information, and you can simply rewrite those PLR articles to create unique articles that pass CopyScape.

Yes, it does take a little time to rewrite an article. You can use tools that can help you speed up the process, but it will still take a bit of manual

rewriting to ensure the articles are readable. The time spent will usually be much less than writing from scratch, though, because you won't have to waste a lot of time thinking of topics or doing research.

You may want to take a little time to do some fact checking, especially if you are trying to brand yourself as an expert in a particular niche. You don't want to spread false information, and PLR articles aren't always factually accurate.

Social Marketing

PLR articles can be used for all types of social marketing, including microblogging, social networking, video marketing, and social content marketing on sites like Squidoo.com and HubPages.com.

You can take snippets from PLR articles and post them on Twitter or Facebook, for example. This is a great way to update your status and keep people interested without spending a lot of extra time thinking of what to say.

You can turn articles into videos by using PowerPoint or another video program to create videos with the content of the articles. Simply write

one paragraph of text on each frame and put the slideshow together and export it to video, perhaps with voice narration or music. You can then submit the video to YouTube and other video sharing websites.

Sites like Squidoo.com and HubPages.com make it easy to use PLR content to create web pages than can rank well in the search engines. Check the rules of each site, because some do not allow unmodified PLR. For those that do not, you can simply rewrite the articles before you use them to create pages.

Physical Products

One thing many people overlook is the possibility to use PLR to create physical products. You can use PLR articles, eBooks, audio, and video to create all types of products you can sell offline.

Articles and eBooks can be printed and sold locally. They could be burned on CD and sold on eBay or locally for people to read on their computers. They could be used to create printed magazines or newsletters.

Videos could be turned into DVDs, complete with menus that make it easy to navigate through the different video clips. You could sell these through magazines, newspapers, and locally.

Audio files can be burned onto a CD in order to sell them locally or through the same channels as DVDs. This could be especially profitable for self-help products.

If you're going to make physical products, check your license carefully. Some PLR licenses do not allow physical products to be created from the content.

Forum Marketing

Forum marketing can be very effective in many niches, but a lot of people seem to have trouble thinking of what to say. I wouldn't use PLR articles to post on internet marketing forums, because this could be seen as spam if people recognize the content.

You definitely want to use factually correct articles for this. If you post on a forum in a particular niche, people will usually spot inaccurate facts very quickly, and they will point out the mistakes publically. This will hurt your reputation on the forum, and in turn in the entire niche.

You need to be careful when using forum marketing. Read the rules carefully, because most forums don't allow marketing. Some allow links in signatures, and some do not. Most do not allow affiliate links in signatures at all, so you would need to link to a landing page or blog or something similar.

Do not do "drive by" forum posting. Make sure to visit the forum and post often. Drive-by posts will generally be ignored, and only posts by active members will get a lot of attention. Take the time to establish yourself on the forum and you will be rewarded.

Self-Publishing

One extremely profitable way to use PLR eBooks is to use self-publishing to create a printed book. CreateSpace.com is owned by Amazon, and they make it incredibly easy to create a book that will be printed and sold on

Amazon.com. By paying a small fee, you can even have your book made available in bookstores and libraries!

There are many benefits to doing this. For one thing, Amazon has a huge amount of traffic, so you could potentially make quite a bit of money this way. You get to keep a very nice percentage of each sale, so this can be quite lucrative.

Another major benefit is that you can reach a completely different audience than you could through other marketing methods. Many people who use Amazon might never find your digital products, and if they did, many people are not interested in digital products. Some people simply prefer physical books.

A third benefit is that publishing a book gives you a sort of “instant expert” status in the eyes of most people. Stating that you have a book published on Amazon can help boost sales of your other products online!

Review Sites

Review sites can convert extremely well, so they can be especially lucrative. It can be difficult to find content that is appropriate for review sites, because most PLR articles are just general niche topics.

However, review-style PLR content is becoming more and more popular, and it can be highly effective for creating review sites. Generally, you will find packages of product reviews in one specific niche. You can then create a review site with the content and promote it through various channels.

Good ways to send traffic to your review site include:

- Article marketing
- Blogging
- Pay-per-click
- Social marketing
- Video marketing

Remember to keep reviews based in one specific niche and your reviews

will be much more powerful.

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