What is PLR & How In The Heck Do I Use It?

An Introductory Guide To Pre-Written Content And How To Effectively Use It As Part Of Your Overall Content Marketing Strategy

Piggy Makes BANK

Meet Tracy & Susanne

We are Tracy Roberts & Susanne Roberts from Piggy Makes Bank.

We've been friends for years and collaborated and worked together on quite a few projects in the past.

Between the two of us we have over 25 years of experience in online marketing, content creation, and customer service and it shows in what we've built at Piggy Makes Bank.

Table of Contents

We use the internet to find and learn just about anything these days. The web, in turn, thrives on content. It's this interesting intersection of content and consumer we are going to explore in this short guide. More specifically, we're going to look at how pre-written content can help you grow your reach and your customer base.

Content is how people initially find you. Well-crafted content is how they get to know you. Quality content that addresses their wants and needs is how they start to trust you. This is the secret to a successful content marketing strategy… and you can accomplish all that without having to write your content from scratch or spend a lot of time getting it together.

It doesn't matter what kind of business you have. It could be a blog, it could be an ecommerce site, it could be a local small business … if you can't be easily found online by your ideal customers then you're missing out. You need to have a strong web presence. You need to be on the right social media platforms.

And you need to have a robust email list of existing and potential customers that you stay in touch with regularly. Pre-written content can help in all these areas as you'll see in the pages that follow.

The good thing about content marketing is that it's easy to get it out there. Technology and things like blogging and publishing platforms make it possible for anyone to publish great content and to do so often. The great thing about content marketing is that the more articles, blog posts, videos, podcast episodes, and social media posts you get out there, the better your chances of growing your reach and ultimately your online business success.

Are you getting excited about content marketing? Great! You should be. The only problem is that crafting all this content takes time. And it takes time on a regular basis. Time that takes away from everything else it takes to run a successful business. Sure, you could outsource it by hiring writers and content creators, but that's expensive.

Frankly, having content custom written by a ghostwriter is out of the price range for many online entrepreneurs and small business owners. Thankfully there's a more affordable option that's actually a better fit for most of us - Pre Written content or PLR.

We look forward to sharing our best tips and ideas on using pre-written content with you. Our hope is that you find this helpful and most importantly that you give incorporating PLR into what you do online. Long before we became PLR sellers, we were avid PLR customers and more importantly, we used the pre-written content to build out our sites, our email funnels, and even used it to help us quickly create high-quality products to sell. Let us show you how you can do the same.

Susanne Myers & Tracy Roberts
www.PiggymakesBank.com

What Exactly Is PLR?

Let's start at the beginning. PLR stands for Private Label Rights. It's a broad term for products that are created that you can claim as your own. In our context, we're talking about PLR content. It's articles, reports, eBooks and the likes that are created by PLR providers like Piggy Makes Bank that you can purchase and claim as your own content. You can edit and change it around as you see fit. You can put your name on it and do just about anything with it that you would do with something you've written from scratch. We'll go into a lot more detail on everything you can do with PLR content throughout the remainder of this guide. Hopefully it will give you some great ideas and inspirations for what you can do to help you grow your own business and give your content marketing a major boost. The most important thing to keep in mind is that you are free to get creative. We'll only cover some of the basic options within the guide, but don't feel limited by those options.

Here's an example for creative and out of the box thinking when it comes to PLR content. We've taken an article that was written as 20 interesting facts about a topic and turned it into an interactive quiz with multiple choice questions for each of the "facts" from the original article. The quiz created quite a bit of buzz on social media and drove a lot of traffic to one of our niche sites. Of course you don't have to go that far… there was quite a bit of work involved in creating an interactive quiz, but the point is this. Let your imagination take over when it comes to changing and tweaking pre-written (or PLR) content.

This little side story also illustrates another important point. Don't feel like you're limited to the format the PLR is sold in. We'll go over ideas for changing it in a future chapter. For now, let's briefly run through some of the common formats you'll find pre-written content in. We're mostly focusing on written content here since it's the most common type of PLR (by far) and what we're most familiar with.

Common PLR Formats

PLR is usually sold in bundles or packages. Every once in a while you can buy individual articles, but that's rare. Instead you receive your content in bundles. Let's take a look at some of the more common PLR bundle formats. Keep in mind that it's up to the discretion of each PLR seller how they want to bundle their content and what they want to provide in their specific bundles.

Before we dive in, it's also important for you to know that the format a bundle comes in doesn't matter all that much at the end of the day. We'll dive into this in more detail in a different chapter. For now, know that you can easily change the format, combine packs, and make it work, no matter your specific content needs.

Article Bundles

The most common format you'll find PLR content in is a collection of articles or blog posts. This is also usually the format most pre-written content buyers start with. Common bundles include five, ten, or twenty-five articles. You can also find larger bundles with 30 or 52 articles. The idea here is to give you enough blog content for daily posts for a month, or weekly posts for the year. Of course this isn't a hard and fast rule. PLR sellers can and will put together article bundles in just about any number. In the end, the actual number doesn't matter much. If possible, start with smaller, less expensive packs and see how you like the content itself, and how easy it is to work with.

That's one of the reasons small article bundles are a great starting place when you're new to buying pre-written content. It isn't a huge investment and it gives you something to play with.

These article bundles are usually provided in MS word and/or txt format. Our preferred version to work from is .txt files since all formatting is stripped out. This makes it easy to copy and paste into your blogging software or your favorite word editor. If you find PLR that isn't offered as a .txt file, copy and paste it into notepad and save it that way for future use.

A lot of PLR sellers even offer free article bundles so you can "try before you buy". You can find quite a few different free offers from us here at Piggy Makes Bank at:
https://piggymakesbank.com/category/free-plr/

Start with a small free or inexpensive pack of pre-written articles. Use them as blog posts or articles on your site. Take a few articles and compile them into a short report to create a new opt-in freebie. There is a lot you can do with the content. We'll dive further into how to use them in later chapters. For now, let's explore other formats you'll often find PLR offered in.

Short Reports

Another common format for PLR content is short reports. These are often perfect as new lead magnets, or bonuses for other paid products. The content is on the same topic and already laid out in an easy report format for you.

Some PLR bundles like this come fully formatted with a beautiful layout and cover graphic. All you need to do is add your name, website, and any other pertinent information. Other bundles will provide you with a clean basic format for the report, giving you the option to add your own formatting and graphics.

There are advantages and disadvantages to both. Above all, it's about the content. It's easy to add a cover graphic and formatting should be done to reflect your style, website, and branding in either case.

Remember that you can also easily turn an article bundle into a short report. Keep that in mind as you start to look for content bundles for your latest opt-in freebie.
Looking for an example for this type of PLR content? Here's one of our bundles that includes a great short report:
https://piggymakesbank.com/biz-profits-plr-bundle/

Ebook Bundles

Ebook bundles are another popular option. These are typically based around a full ebook. The word and page count for these PLR ebooks varies greatly from 3,000 to 30,000 words and beyond. The length of the book is usually reflected in the price.

Good PLR sellers will provide you with an outline of the ebook on their order page and will be happy to send you a sample page of the ebook upon request. As with short reports, the actual look and feel of these pre-written information products can vary greatly. Formatting can vary from minimal black and white text with basic headlines to beautifully illustrated books with plenty of graphics and photos included.

You'll find some bundles that also include various ecovers as well as pre-written sales pages. Make sure you receive editable versions of both if they are included so you can customize them as needed.

Here's are a few examples of our eBook bundles here at Piggy Makes Bank:
https://piggymakesbank.com/tag/plr-ebook/

Biz In A Box

Some of the biggest (and thus often priciest) PLR bundles are "Business in a Box" type bundles. As with everything else, there is no set format for these, but at the very least they usually contain an info product (like an ebook), that you can sell along with graphics, a sales page, and a download page. From this basic format, the sky is the limit. Some bundles include plenty of content for a website, and/or a series of emails. You will find a variety of different products in these bundles, along with lead magnets, and sometimes even entire funnels ready to go. The products can also range in format from ebooks to video courses and multi-media presentations.

While we're not personally fans of these types of PLR bundles (they feel a little too cookie cutter to us), they are out there and may provide you with what you need to get your information product business off the ground.

Mixed Media Bundles

We're using this as a catch-all for any sort of other bundles. Often you will find combinations of the bundles above, or article bundles that also include pre-written emails and social media posts in addition to articles for example.

A good example of a bundle like that is our 30 Day "Challenge" bundles which include 30 articles, 30 emails, 30 social media posts, a compilation document of all articles, a 6,000+ word ebook on a related topic with a bonus workbook or journal. You can check them out here:

https://piggymakesbank.com/tag/30-day-challenge-plr/

Of course this isn't the only option and frankly, this type of bundle would also work as a "biz in a box" type thing, particularly with the implementation guide we include in our PLR packs.

You can also find pre-recorded audio and video bundles as well as various graphic and info-graphic PLR bundles. In short, there's a lot of content out there that's ready for you to edit, tweak, and make your own. Take advantage of it!

Let's Talk About PLR Quality

As part of this guide we felt it was important to talk about PLR quality. Not all pre-written content packs are created equal. There's some amazing stuff out there, not just from us, but from other PLR sellers who pride themselves in creating high-quality content for you to work with. We share a few of our favorites in the resources section at the end of this report with you.

Unfortunately, there's also a lot of crap out there and it gives PLR a bad rep. At first glance these pre-written content packs look like a great deal. You can get hundreds of pages of content for a few bucks on just about any topic imaginable. There are plenty of PLR shops out there that sell you entire "biz in a box" bundles in popular niches for next to nothing. Unfortunately, you get what you pay for. The content is mass-produced, written in bad English, possibly spun for "uniqueness" that makes it almost unreadable, and most importantly sold all over the place. The same packs can be sold by hundreds of other sellers and has been on the market for years.

With badly written and formatted PLR it often takes a lot more work to turn it into something you're comfortable publishing than it would to create it yourself from scratch. That definitely defeats the purpose of using pre-written content. At the same time, you don't want to put anything out there that doesn't represent you well. Your potential customers will read those blog posts, download those free reports, and possibly by those ebooks as a first product from you. You need to make sure you leave a good first impression so they will continue to come back for more.

In short, when you invest in pre-written content, you want to make sure it comes from a reputable source and is easy to work with. But how do you make sure you get it in the right place? You can start with our PLR here at Piggy Makes Bank, and the recommended sellers we share with you on our site, through our emails, and at the end of this report.

Aside from that, we have a few other tips for you to help you determine if you're dealing with a good PLR seller. Recommendations from people you trust is always a great first step. But sometimes the only way to find the content you need is through a google search. Take a look at the store itself. You can tell a lot by the look and feel of a site. If they have a free pack to download, start there and take a look at the content. If they don't buy a small, inexpensive pack to check them out. It's also helpful to look for a guarantee. Is this PLR seller willing to stand by their work and offer a refund if you're not satisfied? If they don't, it can be a warning flag.

At the end of the day, give it your best shot and if you do end up buying something that's not the quality you're looking for, delete it and move on. There's plenty of great pre-written content out there for you to work with and at the very least, you now know better and won't buy from them again.

Pay Attention To The License You Get With Your PLR

When you buy a PLR product, one of the first things you want to check is the license you receive with your per-written content bundle. Most sellers will tell you upfront what kind of license you get and many of them are similar, but it's always good to double check since there is no universal set of rights.

Let's run through a few common licenses you will encounter as you purchase PLR from various places. Some sellers keep it super simple and tell you that you can do whatever you like with the content. Some will only tell you that you can't put their name on it. Personally, we prefer a little more direction Our own license here at Piggy Makes Bank allows you to do pretty much anything aside from reselling as PLR. We also include a note that you can't submit the content to article directories or publish it as Kindle books. This is added to protect you, the buyer because neither of these platforms allow PLR content and are likely to ban you for publishing PLR as your own original content.

Here's what our PLR license looks like:

PLR Rights License

Rights Granted:
What you CAN DO with it.

[YES] Can be edited completely and your name put on it.

[YES] Can be used as web content.

[YES] Can be broken down into smaller articles.

[YES] Can be added to an eCourse or autoresponder as content.

[YES] Can be added to an eBook/PDF as content.

[YES] Can be given away.

[YES] Can be packaged.

[YES] Can be offered as a bonus.

[YES] Can be added to free membership sites.

[YES] Can be added to paid membership sites

[YES] Claim full authorship.

[YES] Added to paid membership sites.

[YES] Added to free membership sites.

[YES] Can be broken down into articles.

[YES] Can be packaged with other products.

[YES] Offered as free bonus.

[YES] Given away for free.

What you CAN'T DO with it

[NO] Can be submitted to article directories.

[NO] Can be use in Kindle books

[NO] Can sell with PLR Rights

[NO] Can offer Master Resell Rights

[NO] Can be offered through auction sites

As you can see, it's pretty straight forward. And there are actually some pretty good suggestions for what you may want to do with these articles, eBooks, reports etc. Feel free to use it to inspire you to use and reuse the content in the most effective ways possible.

If a PLR pack doesn't contain a license at all, check with the seller. This could be a warning flag, or it could simply be that that creator forgot to add it to your download pack. You may also want to check the FAQ or help section of their shop for a universal license that applies to all packs.

Since we're talking about red flags, here are a few things you want to watch out for. Don't buy PLR that gives you a master resell rights license. This means that the content can be resold as PLR. While that in itself isn't necessarily a bad thing, chances are that the same piece of content has been sold hundreds, if not thousands of time. Be prepared to do some major editing to make it look and feel unique. From experience we can also tell you that most Master Resell Rights PLR is poorly written and produced. At the very least, give it a good read before you start to share it with your audience.

Last but not least, be careful with long and difficult PLR licenses that take a lawyer to decipher. PLR rights should be simple and straight forward. Again, use ours as an example for what you want to look for with a reputable PLR seller.

This wraps up our section on what PLR is and what to look for when you start to buy pre-written content. The rest of this guide is all about making PLR work for you.

What Can I Do With PLR?

Now that we have the basics out of the way, it's time to get creative and actually start to use some of the PLR. Do you have some pre-written content to work with as you read though this chapter? If not, go ahead and grab one of our free PLR bundles here: https://piggymakesbank.com/category/free-plr/

It'll make a lot more sense when you have some PLR in front of you and you'll retain what you're learning in this guide a lot better when you start to implement it right away. Most importantly though, you won't understand the full benefits of using PLR to grow your business until you start to put it to use. So grab some PLR, get a cup of coffee, and let's get to work.

Using PLR As Website Content

Let's start with something simple and obvious. The articles from a PLR pack make great content for your website. It doesn't matter if you run a traditional static website, or a blog. You need fresh content to keep your readers happy. You also need new articles and blog posts to broaden your reach and attract new people into your funnel. Last but by no means least, you need to add new content regularly to keep the search engines happy. In other words, there's nothing worse than a stale website. But writing new articles and blog posts from scratch is a lot of work. It takes time and effort, that you don't have when you're also busy marketing your content, building out your list building funnels, establishing social media presences, and creating products for your audience.

That's where pre-written content can help. It isn't just about being able to paste these articles into your site. It's also the time you save by not having to come up with content ideas, researching etc. Yes, pre-written content saves time otherwise spent writing, but it's so much more than that. Try it and you'll see for yourself.

Start by picking out a small pack of articles that you want to use as fresh content on your site for the coming month. Next, you want to paste them into your content management system. For most of us, this means pasting the articles into post drafts in WordPress. Go ahead and do that now. Paste them as is, but make sure you save them as drafts. Sure, you could hit publish as is, but using PLR content for your website will work even better with a few little tweaks.

Tweaking PLR Content To Make It Work For Your Audience

Tweaking or editing pre-written content is usually a good idea. It doesn't take much time and serves a few different purposes when it comes to blog posts and website articles. You'll find a chapter later on in this guide dedicated to effectively editing PLR. For now, we want you to realize that you can tweak and edit is as much or as little as you like. The main reason for editing content is to make it a better fit for your particular target audience.

PLR is written to sound fairly generic. This is done on purpose so it works across a wide variety of sub-niches. It's your job to make it speak to your readers. You can quickly and easily do this by incorporating little examples of how this would work for them. Illustrate a concept by showing them how it applies to them. Images are another great way to make content stand apart and make it feel applicable to your audience.

Which brings us to the second main reason why you want to change the pre-written content at least a little. While it's unlikely that your audience will recognize PLR as such, even if you don't change a single word, it's always a good idea to do a light edit to make it look and feel unique. Change the title, rework the intro if needed and you will end up with something even the PLR creator will have a hard time recognizing as their content. Search engines appreciate this uniqueness as well.

Using PLR As Social Media Content

PLR is also a great source of content for social media. We don't have to tell you that you have to have a solid social media presence across multiple platforms to get in front of your target audience. The more active you are on each, posting interesting content, engaging your readers and followers, the more traffic you'll be able to funnel back to your own site, your list and so forth. But all that content creation takes time and effort. That's where PLR can help.

Many PLR bundles include content that's been specifically created for social media. This usually includes things like text blurbs and social media friendly images, but may also include things like info graphics, quotes and the likes. These types of content are easy to implement. Grab a few and schedule them across your various social media profiles. Even better, use a scheduling and management software like Hootsuite, Meet Edgar, or PostPlanner to publish these posts on autopilot.

Of course you don't have to limit yourself to PLR bundles that include dedicated content for social media. You can grab any content pack and make it work. If you're using articles to post on your site as blog posts, take an interesting snippet from each article and post it on social media with a link back to your site. If the article title, is a question, post it on social media and add a link in the comments to the published article on your site.

Emails are another great source of social media content. In many PLR bundles, the email messages are written to share little tips, create engagement, encourage discussion, or invite the reader to click through to a full article. Take the body of the email and post it as your social media posts.

You can do the same with short reports and eBooks. Grab little interesting pieces of text, share them on social media with a link to the full ebook or report. This can be a great way to get more subscribers and customers.

Of course any type of image content is perfect for Pinterest, but don't forget about other social media platforms where visual content works well including Facebook and Twitter.

Last but not least, let's talk about video content. Video content generates a lot of views and engagement across multiple social media platforms including Facebook, Instagram, and of course YouTube. Why not use some of the content to create quick videos. You can do this in a variety of different ways. One of the simplest is to read through an article, turn on the camera and talk about the content. This could be a Facebook Live video, or something you record and upload to YouTube (or even better, do both). Another great option is to turn the article test into a few slides, pulling out the highlights and then talking about it or reading the text of the article as audio content.

Start to think about using PLR content as part of your social media marketing strategy. Grab a PLR pack, look at what you have to work with and put it to good use.

Using PLR In Your Email Content

One of the most profitable pieces of your online business is your list. We can tell you from experience, that most of the money you make can be traced back to the people on your email list. It only makes sense when you start to think about it. You grab the attention of these people with your free content and lead magnet. Then you build a relationship through the emails you send them. This could be autoresponders, newsletters, or simply the broadcast emails you send out to your list a few times per week.

To nurture a solid relationship with your subscribers, you have to mail regularly. That means you have to have something to mail about, and you have to have great content for the email messages themselves. PLR can be a great source for both.

When you purchase PLR that includes email content, make sure you use it. It's one of the most often overlooked pieces of content. If you don't have any included, you can easily create it from existing PLR. Here are a few ideas:

- If you're working form an article pack, grab the intro paragraph from each article, use it as the body of your email and link to the full article or blog post on your site.
- Use various PLR articles, recipes, images, quotes and the likes to beef up your newsletter content without spending much time or effort.
- Use social media blubs and images in your emails and link to relevant blog posts or articles.

Of course looking for PLR bundles that include emails or ones that are already formatted as newsletters is another option. Above all, make sure you mail your list regularly.

Using PLR To Create Fresh Lead Magnets

We've covered using PLR content to help you with your email marketing. Now let's look at how pre-written content can help you grow your list. Gaining new subscribers on a regular basis is what will keep your online business thriving. Of course that's easier said than done. One of the things you can do to bring in new subscribers is to add fresh lead magnets. These are typically short reports and other downloadables you offer for free in exchange for someone's email address.

We're going to assume that you currently have a good lead magnet in place. If you don't, stop reading and get that done. Use some PLR, give it a light edit if needed, include some links back to your site and put it out there. Go do it right now. There shouldn't be anyone out there with a blog or website without an opt-in offer.

If you do have a lead magnet in place, how old is it? Has it been there a while? Another great question is how many do you have total? If you want to grow your list as quickly as possible, you need to have a lot of different lead magnets out there. You need to mix things up frequently. You never know what will grab the attention of a potential customer. The more lead funnels you have set up, the higher your chances of convincing a new visitor to your site to sign up.

Don't do the bare minimum of having just one lead magnet out there. Spend a few hours today to create a new one. Move your old lead magnet offer to a dedicated opt-in page, then use the new one in your blog side bar. Create another one to use as an exit pop up. Keep going, and keep adding new lead magnets to attract more subscribers. You can create a different offer for social media visitors, linking to it from your various social media profiles for example.

Another extremely effective idea is what's called a content upgrade offer. The basic idea is that a visitor reads a blog post and toward the end of it they are presented with an offer to sign up for more. This can be a lot of work, but by using PLR it's easily done. Here's how.

Grab a pack of related articles. For this example, let's say it's a pack of 10 of them. Post each one of them individually as blog posts, using the tips outlined earlier. Also compile all 10 of them into a short report complete with cover graphic, title page, a resources section where they can learn a little more about you and your site and if applicable links to related products. Turn this document into a pdf and use it as a lead magnet. Create an opt-in form and include it with a strong call to action in each of the 10 blog posts. Start driving traffic to your new blog post series and watch your list grow.

Using PLR In Paid Products & Bonuses

Now let's talk about the part of using PLR that gets us most excited. It's a great shortcut for creating paid products. We've done this countless times and used it long before we got into PLR creation. We were PLR customers for years before we started Piggy Makes Bank. It's one of the quickest ways to create information products and also one of the fastest ways to make a return on the money you spent on PLR. Here's how to get started.

To keep it simple, we're going to discuss creating an ebook with PLR. It all starts with some pre-written content of course. You can start with a PLR ebook, but don't feel like you're limited to this. You can also take a few different article packs, some short reports, or even all of the above and combine it into your final eBook. No matter what you start with, make sure the finished product reflects your style when it comes to things like font, colors, images etc. A little bit of formatting in your favorite word editor will go a long way to create a product that feels unique.

Again, you'll start by compiling the PLR content you want to include in your eBook. Paste it all into a word document or Google doc and format as you see fit. If needed, arrange it in an order that makes sense, crafting transitions and moving content around as needed. While you're at it, give it a light edit as well to make it match your voice. Include a few examples that speak to your target audience if needed. Link to a few blog posts as resources if you'd like. Include an author page and a table of content to make it easy to find things and learn more about you.

Create a custom cover for your new eBook. You can do this yourself using a program like stencil, or hire a graphic designer to do it for you. Fiverr is a great place to have an inexpensive cover graphic created for you.

Once your document is finished, convert it into a PDF and you are ready to upload and sell it to your audience. You can easily create an entire product complete with simple sales page and download page in a day. Compare that to how long it would take you to write an entire ebook from scratch. It doesn't take you long to see the advantage of starting with PLR once you give it a try.

Another interesting way to help you make more sales through PLR is by using it as bonuses. Let's say you have a service or a coaching type business. Yes, you could use PLR to come up with your coaching content, but you could also find a few related ebooks (or compile them from a few different articles packs), and offer them as bonuses. This will come in particularly handy if it will be a few days before your service or coaching based content will be delivered. The bonuses are something they can use right away.

Bonuses are also helpful to add value to a high priced item. They may be just that little something extra that your potential customers need to pull out their wallet and make the purchase. Try adding one or more and see if you can improve your sales conversion rates.

The most effective bonuses complement your main product. Start by looking at your product and then think about what else your customers could use. Is there something that will help them brush up on skills or prepare for what your product will do for them? Is there something that will make it easier or more effective for them to use your product? Come up with some ideas and see what kind of PLR content you can find to quickly add a few bonuses your audience will love. By the way, not all bonuses have to be announced ahead of time. We love including little unannounced bonuses for our customers to build goodwill and make sure they have an amazing experience. This results in the start of a great relationship with our paying customers and many repeat purchases.

Of course eBooks aren't the only type of information product you can create from PLR. You could also compile a collection of short reports, create a vault of various information products, record audiobooks, or use the content in the eBook to record a series of instructional videos.

As you start to expand your information product catalogue, think about how your audience likes to learn as much as what they want and need to learn next. Then either find PLR that fits the bill, or reformat and tweak it to make it work. No matter how you end up using the content, you'll save the time and effort it would have taken to research and compile everything. And that's really what pre-written content is about. It's about saving you time so you can work on everything else it takes to run a successful online business.

Using PLR AS Membership Site Content

We've covered various information products in the last section, but there's one type of product we haven't mentioned yet. That's membership content. It's one of our personal favorite and something we've successfully created in a variety of different niches throughout the years.

One of the biggest challenges when it comes to running a thriving membership site is finding the time to market it to new subscribers while continuing to create content for and serve existing members. It's quite different from any other information product, isn't it? When you write a book or guide for example, you spend your time creating it. Then you market it once it's finished and ready to download. With a membership, you have to stay on top of both processes at the same time and that can be a bit of a challenge.

If you can use PLR content for at least part of your membership content, it frees you up to go out there and continually market it as well. This in turn allows you to continually grow membership numbers and with it your income.

If you're just considering starting a membership site, take a look at what PLR is out there that could become part of the content you offer each month. For example, take a look at our Self-Help & Business Memberships. It would be easy to create a monthly content members or group coaching program around either one of them. Since they are monthly memberships, you know you'll get fresh new content in the same format each and every month going forward.

If those don't fit your needs and you can't find any other PLR memberships with the type of content you're looking for, you have to get a little more creative. Look around and see what you can sue and work with. If you're not getting monthly content on auto-pilot, we recommend working a few months ahead with various sources of PLR content. This gives you plenty of time should the need arise for you to write your content from scratch or hire a ghost writer for a particular month.

If you already have an established membership site, think about what parts of it could be replaced with pre-written content. You can also make tweaks and changes to your membership site. Think about how you can replace the labor-intensive things you are doing right now and replace them with items that can be created from PLR … while also making it an improvement for your members. If you can figure that out, it will be easy to convince existing members that the change is for the best.

Another interesting idea goes back to the bonus concept we talked about previously. PLR can make a great source for bonuses for your members. For example, you could easily create an ever-expanding library of PLR eBooks for your members that they will get as part of the membership deal. Make it exclusive for them while they stay subscribed. It adds value and makes the membership "stickier". This means that they will hopefully stick around longer, adding to your bottom line.

Did We Forget Anything?

Let's be honest. Chances are great that we didn't cover everything when it comes to using PLR content. Each business is different. Each target audience is different. And of course you are a unique person and most importantly an entrepreneur who will come up with all sorts of fun and unique ways of incorporating pre-written content as you start to work with it more and more.

We've seen PLR used to create webinars, courses, lectures, brochures, quizzes, infographics and more. Anytime you find yourself thinking that you should write something that will in any way help you grow your business, stop and consider if it would be easier to start with PLR content. Often it can save you a lot of time, but not always. Make sure PLR is a good fit, or give it a try and switch gears if you find it takes longer to make PLR work than it does to write it from scratch yourself. We'll talk more about making PLR work for you in a future chapter, but first, let's address one of the biggest questions we get about pre-written content from new users.

Isn't PLR Cheating?

We talk to a lot of people that are new to using PLR or have never used pre-written content in their business. If there's one question we hear more often than any other, it's if PLR is cheating, or if it is in any way unethical to use content that was written by someone else. It's not really surprising that this come up often because it can seem like too good of a deal, doesn't it? Particularly when you take a look at how affordable PLR bundles are.

To answer the question, no PLR isn't cheating. It's simply a tool that can help you grow your online presence and business. You don't think hiring a graphic designer to create a pretty cover for your next eBook cheating, do you? You don't think having someone develop your website or customize your theme for you cheating, do you? You don't think having a company host your website for you is cheating, do you? While you could do each of these thinks yourself, it would take a lot of time and effort to not only gain the skills to get it done, but also to stay on top of all these tasks on an ongoing basis. Using pre-written content is no different.

And there's another big reason why you shouldn't worry about using pre-written content to grow your online business. Your readers simply won't care. Let's look at that in a little more detail since it really gets down to the heart of the "is PLR cheating" question.

Your Readers Don't Care Where The Content Is Coming From As Long As It's Good

Put yourself into your audience's shoes. When you go do a google search for something, or head to your favorite blog to read a post, you don't really care who wrote each and every word of that blog post. What you care about is the content. Yes, you may have a relationship with the website owner and trust their content. Yes, you'll likely assume that they've written each word personally. That being said, would you care if they hired a writer to create the first draft of a blog post for them based on a topic they've chosen? Do you care that they've "only" edited it to make sure it sounded right and reflected their ideas and experiences? Of course you don't care. What you care about is reading a good post or article.

The same holds true for books, eBooks, video series, newsletters, autoresponder emails and more. What matters is your experience with the material. Guess what, your readers are no different. As long as you share good, solid content with them that fits in well with everything else you've created, it makes no difference to them if you've written each word from scratch, or got a big head start by using pre-written content.

Your Readers Haven't Seen The Same Content Before

Another concern you may have is that your blog readers or newsletter subscribers, or even paying customers have seen the same content before if other people also buy the same PLR bundle and use it. We can put that concern to rest as well. Susanne writes a lot of our content and Tracy edits and formats it. Every once in a while we hear from a customer who's showing off how they've used the content on their site. When we take a look we have a hard time recognizing it and if the content has been edited even slightly, it's almost impossible to tell it's ours, and we've created it.

How likely do you think your customers will be to recognize a piece of PLR content that they may nor may not have seen somewhere else weeks, or even months ago. Of course there are exceptions to the rule. If you purchase a PLR eBook for example that comes with a cover graphic and the only change you make is add your name as the author, chances are someone will recognize it if they've bought the eBook before. Thankfully there's an easy fix. Come up with a unique title for the eBook, order a custom graphic, and it will be just about unrecognizable.

Before we move on, we should also mention that the Internet is a huge place. Even if three other people publish the exact same article on their blog without any changes, chances are very, very slim that a person will come across the same article on your site and someone else's. We all have different audiences. We all live in separate little corners of the internet. So stop worrying and start using PLR content. Give it a slight little edit or tweak, change the title of an article, change out the cover of an eBook or short report and you have nothing to worry about.

We hope we've convinced you to stop worrying about using PLR and giving it a try. Once you start to use it and see not only how much it can help you grow your content marketing, but also how well received quality pre-written content will be by your audience, you are not going to want to stop.

With that said, it's about time we started to get serious about doing just that. The next chapter is all about making PLR work for you.

Making PLR Work For You

We've covered a lot of ground in this guide to using pre-written content already, but now we finally get to the exciting parts. From here on out, it's all about using PLR to cover more ground and gain the leverage needed to grow in a big way. This particular chapter is about making PLR work for you. That's an important point and something we want you to keep in mind anytime you work with PLR.

It's easy to get caught up in something that's not a good fit, not well-written, or poorly formatted. You don't want to end up in a situation where it's more work to fit the PLR into what you need it to do than it would have been to create it from scratch yourself. There are three simple steps you need to take to go from something you download from a PLR sellers site to something that's ready to be published for your audience. Let's walk through them.

It All Starts With The Right Content Pack

The biggest key to making it easy to work with PLR is to pick the right content bundle. You want something that's well written and easy to edit. We've covered looking for high-quality PLR earlier on in this guide. Bad PLR takes forever to fix and simply isn't worth the time and effort it takes. Well written content is a joy to work with. There are a few key things you want to keep in mind as you start to browse through available pre-written content for a new project.

1) It Will Be Somewhat Generic

   Most pre-written content is created for a rather broad audience and it is usually written in a fairly dry and generic style. This is done on purpose because it has to be a starting point for people in a lot of different niches and with a lot of different writing styles. You won't find a lot of personality in the writing and that's actually a good thing. It makes it easy for you to tweak and insert your own style when and where you see fit. Change as little or as much as you like.

2) Don't Get Hung Up On Format

   We've mentioned this before, but it's such a big stumbling block for new PLR customers, it bears repeating. Don't get hung up on the format of the content in a PLR bundle. At the end of the day 90% of it is words on a page in one way or another and that's what you're after.

   An article pack can easily be turned into a short report or a couple of chapters of an eBook. An eBook can be broken down into a blog post series etc. Look at the content itself, not the format it's initially presented in. Changing format is a quick and easy fix once you've done it once or twice. All it takes is a little copying and pasting.

3) Broaden Your Topic As Needed

   As much as we'd like to offer content on any topic under the sun, we're in this to make money and put food on the table. That means we (and other PLR sellers) do our best to

choose topics for pre-written content bundles that will appeal to a somewhat large audience. The end result is that we don't usually create things that are very niche specific. For you, the PLR customer this means that you have to broaden your topic a bit at times and think outside the box a little.

Don't get hung up on a very specific topic and then try to find a PLR bundle that's the perfect fit. Here's an example. Let's say you want a product or a blog post series about the benefits of water kefir. You may find it somewhere, but if you don't, consider broadening your topic a bit to look for content on the benefits of consuming fermented foods. Or something on improving gut bacteria. Maybe you even find some great stuff on yogurt kefir and kombucha. Start with those and then include a bit of content on water kefir.

Keeping all of this in the back of your mind, go out there and find the content you need to get started. Browse around on the sites of your most trusted PLR providers. Start to collect content. This could be just a single pack, or it could be a collection of things for a bigger project. Shop around and don't be afraid to mix content from different packs and even different providers. It's your content and you can mix and match to fit your needs.

This is also as good a place as any to talk about downloading and organizing your PLR content. First of all, make sure you download it as soon as you buy it. You don't want to forget and never even get around to taking that first step.

You also want it someplace that's easy to find and makes sense to you and how you work with your content. Take a moment to think about this and set up a file system accordingly. You could simply create a big PLR folder and then create sub folders for each downloaded pack. You could also subdivide by topic if that makes sense for how you work.

If you're purchasing PLR with a particular project in mind, it may make more sense to download and organize your content by specific project or purpose. This is particularly helpful if you are combining several different packs, possibly even from different sellers.

If you are not using everything from a particular pack, or are mixing and matching different parts from various different pre-written content packages, it may make sense to save everything you download in a special PLR folder for future use, in addition to organizing it for your current project.

Pro Tip: Use Your PLR Multiple Times

Did you know that you can use each piece of PLR you buy more than once? You don't have to stop with your initial use. Instead, recycle and reuse it as often as you'd like. For example, when you buy a 10 pack of articles, start by turning them into 10 different blog posts. Then compile them all into one word document, add a little formatting, a title page and the likes and you have a fresh new lead magnet that makes a perfect content upgrade for each of your 10 blog post. Next, you can use those same 10 articles as part of your next eBook… which you will sell to your new subscribers as soon as they sign up for your list. Of course you need to start driving traffic to your new blog posts to get the ball rolling. You take a snippet from each article to create social media posts. You also decide to record a series of 10 videos, each one based on one of the original articles.

Do you see how this works? You're starting with one little article pack, but by using and reusing it multiple times and offering the content in a variety of different formats and distributing it through different platforms and channels, you're building out an entire new funnel for your online business. As a result, you'll greatly increase the ROI (return on investment) of your PLR purchase.

Edit For Your Audience

Once you have your PLR picked out, it's time for a light edit. This isn't always needed, but usually a good idea. It goes back to the idea of "is PLR cheating" and "won't my readers notice, or care that I use pre-written content". This is the part where you insure it's a non-issue.

All it means is that you edit and tweak the rather dryly written PLR content and turn it into something that's perfect for your audience. There are usually two types of edits people make to turn pre-written content into something that's just right for their readers.

The first is to give it your voice. As mentioned previously, PLR is rather dry and generic. It doesn't have a tone of voice because it has to be a starting point for a lot of different people with a lot of different styles who work in a lot of different niches. You have your own voice and it's a big part of what's attracting people to you and your content. Skim the article and start inserting your voice. This doesn't have to be a big job and you shouldn't be trying to rewrite each sentence. Instead think of it as sprinkling a little flavor in the content. If you struggle with changing things too much and spending too much time on this, set yourself a 3-minute timer and get it done before the alert goes off.

The second type of edit you may want to make is to include references and examples for your particular sub-niche. Here's an example. Let's say you are working with an article about chores for kids. Maybe the article is talking about the importance of consistency when having kids do chores. It's written to fit for children of all ages, but your audience is toddlers. You work in some references to toddlers, use an example of a good toddler chore (picking up toys and putting them into a basket for example), and maybe even include how to make chores part of a routine a toddler thrives on. Again, you don't want to take a lot of time with this. Train yourself to quickly make these little tweaks that make the content shine.

Format For Your Needs

Next let's talk about format. The format you present the content in is usually driven by your business needs. You found a great article pack. You gave the content a quick edit to make it shine for your readers. Your next step is figuring out where this content will best serve you and your needs. Do you need blog content that goes out over the coming days and weeks? Do you need a new lead magnet to grow your list faster? Do you need a head start on a new info product? Do you need fresh material for your membership site or something new to share with your coaching clients?

Figure out what you need, head over to your stockpile of PLR content, and then reformat as needed to fit your needs. Go back to the pro tip we shared earlier about using PLR content multiple times as well.

As with editing, formatting or re-formatting shouldn't take much time or effort either. For blog posts, we start with a txt file (if provided, if not copy and paste your content into a notepad document). This strips out any formatting and leaves you with a clean version of the text, ready to be pasted into a blog post draft. From there you can format, add images and of course do your slight editing as needed. If you do this ahead of time with a batch of 10 articles for examples, you have blog posts ready to publish at the push of a button.

For a short reports and eBooks, we find it helpful to work from a template. Create a basic word document with the formatting you like for your finished reports and eBooks. Include space for a title page, a resource page, an about the other page, a disclaimer, table of content, and anything else you typically add to your eBooks and reports. Then start pasting the text from the articles into the document template. Working from notepad txt documents again helps to insure nothing goes wonky with the formatting. From there, you can work a few transitions as needed, write a quick intro and you're ready to pdf and upload.

As with editing, the key with formatting is to get in the habit of doing it quickly. Let's be honest. You're not going to be very efficient at this the first time around. That's ok. You're learning. Don't expect it to be quick and easy in the beginning. It should still save you some time, but as you get more practice, those savings will keep going up. Before you know it, tweaking pre-written content will be something you can almost do in your sleep… which comes in handy on those super busy days.

Hit Publish & Get It Out There

We're going to let you in on a little secret. The best, most effectively edited, and beautifully formatted PLR content won't do anything for you unless you get it out there. If you are struggling to hit that publish button on a PLR based blog post, or making the download link active to your latest lead magnet or eBook, we encourage you to take a leap of faith. Do it scared, and see what kind of response you get. You'll be pleasantly surprised how well received your new content will be. That in turn will motivate you to tackle the next content marketing project and the next, and the next. We should warn you. Once you get rolling with this whole pre-published content thing, it can become quite addictive. You'll be building your website, your funnels, your product catalogue and your entire online business that much faster. It's a beautiful thing.

As we wrap up this chapter, we want to stress one more point. Remember that PLR is all about making things easier and more efficient for you. If you find yourself struggling with a particular piece or pack, step back and make sure you're not creating more work for yourself. If you do, it may be time to switch course and try something else. It's ok to give up on a poorly written PLR eBook. It's ok to abandon a particular article pack because it's not the content you need. There's plenty of high-quality pre-written content out there on just about any topic that's a pleasure to work with.

How To Edit PLR Effectively

In the last chapter, we stressed several times how important it is to edit and tweak pre-written content quickly and efficiently. Of course that's easier said than done. While we shared a few tips on what to do, we didn't really go into the details of editing PLR and how to do it effectively and efficiently. That's what this chapter is all about.

A quick recommendation before we start. Some of this can seem a little dry and repetitive unless you "get your hands dirty". The best way to learn these techniques and get good at them is to try them and then practice. Set aside a few pieces of PLR content (remembers we have plenty of free packs for you to practice with if you'd like), and work on editing them. Not only is it good practice, and a great way to make sure you understand and remember what we're sharing in this chapter, at the end of it, you'll also have a nice little batch of content ready to publish.

Be patient with yourself the first time you go through this. Read through the entire chapter first, then come back and edit the content using each of the strategies we're about to teach you. You can do it all in one go, work at it one strategy at a time, or work on it in small batches. Use whatever way makes most sense to you and whatever seems easiest. The end goal will be to do all of them simultaneously and quickly. While that won't happen the first few times you edit content, it will quickly become easier and before you know it, it will be second nature. That's when the true power of using pre-written content will come to light.

Don't Make It Hard

Let's start with the most important tip or strategy first. Don't make this hard. Don't overdo it and whatever you do, don't start rewriting everything. You shouldn't be changing more than a few words here and there, inserting examples etc. This will make more sense as you work through the rest of this chapter. The important point is this. Don't overdo it and don't overcomplicate it. If you find yourself reworking entire paragraphs are starting to do some serious rewriting, stop and remind yourself that this is supposed to be quick and easy. No need to change too much.

Speak To Your Audience

Something you do want to change is who you speak to. You want the articles to address your specific target audience. Again, this doesn't have to be complicated or involved. We've already talked about how most PLR is written in a generic way. It's your job to make it speak to your audience.

Let's say you bought a pack of articles on marketing for local small businesses. Your target audience is florists. Anytime the articles mention small business owners, you want to change that to florists. When they mention your small business, you may want to change some of those to "your flower shop". Help them identify with the content and realize that this applies to them by speaking directly to them.

Use Your Tone Of Voice

Next you want to insert a little of your own personality and your written "voice". There's a reason these people are attracted to you. It's your personality, your style, and your experience. Your content should reflect this at least a little. An easy way to work in your voice is by tweaking or writing a little intro to the content, and by closing the blog post in the same way you do when you write content from scratch.

If your writing is pretty casual and you throw in a lot of "y'alls" for example, sprinkle a few of them in where it makes sense. Don't start to rewrite everything. Not every paragraph or even sentence will sound completely like you and that's ok. As long as you add some of your voice into the content, you'll be fine and your readers will appreciate it.

Another great place to insert your voice is when you reference related pieces of content. As you start to edit and tweak a post, you may notice that it relates well to an older blog post of yours. Work in the reference where it makes sense, and use your more casual wording to do so. It's a quick and easy way to enhance the content while infusing it with your writing style.

Include Examples & Stories

Another great way to enhance content, make it unique, while also adding your voice and personality is by working short little examples and stories into the content. This isn't something you'll do all the time, but when you do, it should work well and be pretty easy to do. As you read through a PLR article, catch yourself when you think of a good little example and if it makes sense, share it. Examples and stories can be a great way to illustrate content and take it from dry to something your readers can identify with.

You don't have to do a lot of writing. Share your example or story in a couple of sentences. Link to social media posts or blog posts where you shared the story. Link to content that serves as a good example. Keep it simple and make sure these additions to the content add value for your readers.

Stories, including some little glimpses into your personal life are a great way to form a deeper connection with your audience, which will keep them coming back for more. We started doing this very successfully throughout a lot of our content and the engagement with your readers started to go through the roof. We know regularly receive emails from subscribers and customers who share their stories, or their thoughts and ideas on what we've shared. That kind of engagement is priceless. Not only do you develop a much deeper relationship with your audience, you learn a lot more about them as people which in turn helps you create the content and products they want and need.

Create Uniqueness With Images & Graphics

You've heard the expression "an image speaks a thousand words". Why not take advantage of it when it comes to publishing PLR content. There's nothing that will make it feel more unique than adding images or graphics. This holds true for any type of written PLR content.

You can create an eBook or short report that feels very unique and becomes almost unrecognizable as PLR by changing the title and adding a custom cover graphic. You can not only add uniqueness to a blog post by adding an image, but also greatly enhance it when shared on social media. Images are also very good at grabbing attention. And when it comes to image focused social media channels like Pinterest for example, the only way to tap into their traffic potential is by using images in your content.

Where do these images come from you ask? Great question. You can take your own pictures if you'd like, or you can purchase stock photography from sites like iStockPhoto, Deposit Photo and the likes. We have a full list of recommended stock photography sites for you in the resources section of this guide. You can get a great image with just the right look and feel for about a dollar or two.

While you can certainly use stock photos as is, you'll get more bang for your buck if you brand them. This also doesn't have to be complicated or involved. Take a look at the images we are using at Piggy Makes Bank. They have a similar look and feel to them. They include text which make it more likely that people will click through when they see them on sites like Pinterest or Facebook, and they often include our brand name or URL. Tracy puts these together for us in a matter of minutes. You can do the same with image editing tools like Pic Monkey, Canva, or our personal favorite Stencil.

As with everything else, you want to make this as easy and streamlined a possible. Develop templates and overlays that you can use over and over again. If you're not sure how to do this, find a tutorial online, or hire a graphic designer to create the templates and overlays for you and show you how to use them in the graphic design software of your choice.

Once you know how to do the basics, you'll be able to quickly create attractive and social media friendly graphics for your blog posts, and attention grabbing covers for your eBooks and short reports.

Make It Shine With Simple Formatting

Just as images and graphics add to the content you're working with and make it feel more like you, so does formatting. Again the key is to keep it simple. When it comes to blog posts, your CMS (WordPress for most of us), will do a lot of the work for you. Your theme settings dictate things like font type and size, title formatting etc. Popping in a graphic to go with your post is part of the overall formatting and changes the look and feel of the text already. But you can take it a step further if you'd like.

As you skim the content, consider bolding some of the key terms to grab your readers' attention. Adding subheadings and bullet points can be another great way to help out visitors who skim the post before deciding to read it in its entirety. These simple formatting tweaks also help with SEO (search engine optimization), so they are definitely worth the time and effort. Best of all, they shouldn't take you more than a minute or two and can be done right before you hit publish.

When it comes to short reports and eBooks (or anything else you will deliver as a pdf), formatting becomes even more important. Most content you receive is presented in a plain format. The idea is that you then transform it into something that matches the rest of your eBook and short report lineup. If this is one of your first pdf documents, it's even more fun because you get to decide on a format and style for your business. Branding and consistency are important.

As mentioned previously, we recommend you create a basic template that you can then copy and paste the content for each document into. Not only will this insure that your free and paid products are consistent, it also saves a lot of time in the long run.

If you're not familiar with MS word (or the document editor of your choice), or don't enjoy the process of creating your own template, you can easily outsource this part to a competent VA. Having a custom template created isn't very expensive and something you'll continue to use for months and years to come. It will come in handy each time you're ready to create a new report or eBook from PLR article bundles or plainly formatted documents.

Of course there are always exceptions to the rule. There's some PLR content out there that's beautifully formatted to create a polished short report or eBook that's ready for you to turn into a pdf and publish after adding your name. A great example is the [Everyday Leadership Skills PLR](#) pack from Tools For Motivation. This can be a great shortcut if you're looking for a new lead magnet or paid product. Of course you are always welcome to change out the images, tweak the formatting, and make it your own. It's PLR after all.

No matter what the original PLR you're working with looks like and what your end use will be, simple little changes like using your favorite font, or including a bulleted list will go a long way to make it feel unique, and more importantly, make it look and feel like your content. That's what it's all about at the end of the day.

Change The Format If Needed

Last but not least, let's talk about the format of the PLR content. We've hinted here and there throughout this guide about the ability to change the format of the PLR you purchase. Some of it is quick and easy like turning a pack of 10 articles into a small eBook or short report.

But that's not the only format change you can make. You can also turn text into video or audio content for example. An eBook can become a group coaching program complete with online video course, workbook, and checklists. Or it could become a video lecture series that you upload to YouTube. Or you could turn it into a series of podcast episodes before compiling it into an audiobook your audience can download to listen to on their own time.

Content can become whatever you need it to become. The decision to change the format will depend on two different main factors. Your audience's needs and preferences, and what you need in your business funnel. That being said, it's not something you want to do every time. Changing the format of your PLR content entirely takes a lot more work than tweaking and reworking a few articles before you publish them as blog posts. Make sure you have a good reason before you put all that extra work into it.

Here are a few scenarios we can think of why you may want to change format and what you may want to change it to. This is by no means a complete list, just a few examples to get you thinking and help you make the decision if you should consider making such a big change with your pre-written content.

- Your target audience is made up of audio or visual learners who prefer listen and watching content instead of reading it.
- You are trying to branch out and get in front of a different subset of your target audience through a platform like YouTube.
- You want to add perceived value by including multi-media content in your product funnel.

- You want to raise prices by turning an eBook into a personal or group coaching program.
- You need to add content in a variety of different formats to your membership site to make it "sticker" (providing content that wants members to stick around, raising retention rates).

Don't be afraid to get creative with PLR content. Susanne once turned an article that had some interesting and lesser known facts about breast cancer into an interactive quiz for her blog that gained a lot of viral traffic for years during breast cancer awareness month. One of our PMB customers took little snippets of content from one of our content bundles to create a series of info graphics that continue to send traffic his way. Our friend Sue O'Dea shared in an interview we did as part of our first PLRaPaLooza event that some of her customers are medical professionals who use PLR content to create those little brochures you see in the doctor's office.

Think outside the box and figure out how you can use pre-written content to create something that will help you stand out from the crowd and grab the attention of your target audience. Since you're not nearly as busy creating content from scratch when you start to embrace PLR, you'll have plenty of time to brainstorm fun ideas and implement them.

Let's wrap this chapter up by quickly reviewing the two most important takeaways when it comes to editing PLR efficiently. Don't make it any harder than it has to be and it will get easier with practice. Stop and think if the change is really needed before you start to mess around too much with the pre-written content. You can save yourself a lot of time and aggravation by keeping it simple. Stick to the changes that make a difference and realize that you'll get quicker at making them the more you do it. Start practicing, and most importantly start implementing all this beautiful pre-written content so you can continue to grow your reach, your audience, and of course your bottom line.

Make PLR Work For You – Not The Other Way Around

The last chapter was all about what to do with PLR and how to do it. This section is just as important, or even more so. It's about what not to do. It's about making PLR work for you, instead of working hard to fit pre-written content into what you actually want to accomplish at the end of the day.

We've hinted at some of this before, but it is so crucial to using pre-written content successfully and to its highest potential, that it deserved its own chapter. Plus, we have some additional tips and strategies to share with you that you don't want to miss, so keep reading.

You Can Make This Hard Or Easy

Let's face it. The easier you make using PLR, the more likely you'll be to actually use it and get it out there. That's always the end goal. To share helpful content far and wide so you can attract your target audience to you, your website or blog, and your online business in general. Your goal than will always be not to make it too hard on yourself.

It's easy to overcomplicate things when it comes to PLR. It has so much potential. We can add to it, expand it, polish it, create a bunch of awesome video content around it, use as a starting point for a top dollar information program… the list is endless. And there's nothing wrong with the list, provided we can get it done in a timely matter and go from pre-written content bundle to something published. It does however become a problem when we make it so hard that it stops us in our tracks, or keeps us from starting to use it altogether.

If in doubt, start with something easy and just get it out there. Don't worry about reworking the blog posts too much, or creating a nice content upgrade opt-in offer for each of them. Instead, get the blog posts up there and published. Start sending some traffic and social media love, and then come back and add the opt-in offer if it makes sense. It will make sense if growing your list is one of your big business goals at the moment. If the goal is expanding your reach, you may be better off spending that time on more blog posts, some guest posts, or looking for webinar and podcast guest opportunities.

Don't make it hard on yourself. PLR is a tool that's supposed to make your life easier and save you time. It's about taking care of 80% of the content creation process, so you have plenty of time and mental energy left to focus on everything else it takes to run a successful online business.

Here are a few tips to help you make sure you use PLR the easy way:

1) Reign in your inner control freak. Yes, you would say things differently, organize the content in a slightly different matter, and maybe take a different spin on the topic. That doesn't mean it's not great content that your audience needs to read and hear about. Get it out there, then write your own post from scratch on the topic if and when you have the time and desire.

2) Keep your pre-written content well organized. Make it as easy to find as possible. When you don't have to spend 30 minutes trying to hunt it down deep in your files, or try download it again, you're more likely to work with it.
3) Try batching. It's easier and quicker to do the same task multiple times before moving on to the next step. A good place to try this out is with a 10 pack of articles that you will use as blog posts. Copy and paste them all into individual blog post drafts. Decide on 10 keywords, one for each of the posts. Rework the titles of each post. Edit the content of each post as needed. Add a graphic or two. Format for function as needed. Schedule to be published. Easy peasy.

As you start to use pre-written content on a regular basis, you'll come up with your own little strategies that help you speed things up and make the most of it. The key is to get started and to work with PLR regularly.

You Have To Use It To Benefit

It should be obvious, but we'll have to see it. The only way you will benefit from the PLR you buy is to actually use it. It's a bigger problem than you may realize. Often buying PLR is a "feel-good" purchase. We like the idea of all that content. We feel good about the potential it has to help us grow our business. We like that we have the building blocks to create that next paid product (or maybe the first one). In short, we feel productive when we buy PLR. We feel like we're making progress. And we are… but only if we take the next few steps and see it through until the end.

You have to actually use the PLR to benefit from it. And that's the goal, isn't it? This isn't supposed to be a feel-good purchase. You're supposed to get a good return on your investment. To make sure it is, we recommend you take a couple of steps right away. This is particularly important if you find you struggle with not using PLR, but continuing to buy it.

If you already have a big horde of pre-written content, or find you're struggling with this in general, we recommend you check out Kelly McCausey's PLR Hoarder course.

For most of us, it's simply a matter of getting the habit of using the PLR content we purchase. Start by making a plan. Keep that plan simple and write it down. Then start ticking off the items that make up your plan. Here's an example:

Let's say you are using a 10 piece article pack like this one on Creating Better Blog Posts and your goal is to share them as blog posts over the next month. Keeping things simple and using the idea of batching that we've discussed earlier, your plan / to-do list could look something like this:

- ❑ Download PLR.
- ❑ Create a new blog post draft for each article and paste the article body into it.
- ❑ Write a custom title for each blog posts.
- ❑ Find an image for each blog post.
- ❑ Edit images as needed, upload and insert at least one into each blog post.
- ❑ Edit article text as needed.
- ❑ Define categories and tags.
- ❑ Publish or schedule finished blog posts.

If this sounds a little overwhelming or like too much work, don't worry about things like tags, categories, or even adding images. At the end of the day it's about getting the content out there. You can always go back and create pretty images or use fun formatting features later. Or you can work on getting comfortable with that for the next batch of articles. Keep it simple and get the content out there so it can help you grow your reach.

Which brings us to our next point…

Only As Much As Needed

One of the keys and big concepts we want to pass on to you in this guide when it comes to using pre-written content efficiently is to only change and tweak as much as needed. It was a hard lesson for both of us to learn. There's always more you could be doing. It would be easy to continue to add to the content in a short report, or even an article. It's easy to get lost in creating beautiful graphics to go along with it, or lovingly format each and every single paragraph. While the end result may be stunning, does all that extra work really add substantial value for your readers?

More importantly, are you serving your target audience by spending the extra time and effort, or would it be much more beneficial for you to get them the basic info they need right now so they can take action and move forward? In case you're still wondering, getting the info out sooner, rather than later, even if it isn't completely polished is usually the better idea. This holds true for using PLR content, but also when you create something from scratch.

Keep reminding yourself that you only want to change the content as much as needed to fit:

- Your audience's needs.
- Your needs.

This doesn't mean that you can put out crap. It doesn't mean that you shouldn't do your due diligence and make sure the content you share is correct. It does however mean that you don't need to rework each sentence and spent hours and hours to polish each piece of content before you hit publish.

Why You Need To Start With Quality PLR

One case where you may find yourself spending a lot of time editing and tweaking pre-written content is when you start with something that's poorly written and researched to begin with. There is a lot of crappy PLR out there. You can even come across bundles that are a bunch of machine written and spun content that's barely recognizable as text. If you find you bought something like that, toss it out. Get your money back if you can, if not, take the loss and go find a high quality PLR pack to work with instead. It just takes too much time to fix bad content. It's simply not worth it.

To be more specific, there are a few good reasons why you should always start with quality pre-written content. Yes, it will save you a lot of time because there is usually little you need to do to it before you can get it out there. But that's not the only benefit you get from quality PLR from a reputable source.

Any PLR seller worth their salt is a good marketer. We do a lot of research before we develop a content bundle. We have a pretty good grasp on what your audience is looking for. While you do as well, it never hurts to have a second (or third) mind involved. The content will likely include some angles you haven't considered. Our packs may add to the picture and cover subtopics and ideas you hadn't thought of sharing with your readers yet. By using good pre-written content, you end up with a finished product that's even more helpful than it would have been if you wrote it from scratch.

Last but not least, consider your reputation. No matter how much you polish a crappy PLR article, it's still not going to be great, unless you completely rewrite it. Don't risk your reputation by sharing content that's flawed or just no good. Instead, find a few reputable PLR sellers who create the content you need and work with something that's easy to tweak and publish.

A Little Planning & Organizing Goes A Long Way

Now that you have your list of PLR sellers you like to buy from, it's a good idea to do a bit of planning. You can plan before you buy, or after. Each makes sense, and there's a place and time for each. If you come across a great deal on a content bundle that could be of interest to your audience, it makes more sense to buy it and then come up with a plan to use it. If you have a particular business goal in mind (publish a new info product this month for example), it makes more sense to plan first and then go find the content you need.

Let's look at the basic steps you will be taking in each scenario. Feel free to use the section below as a checklist of sorts to help you map your way through your PLR content. The end result will be a solid plan for moving forward.

Planning Before You Purchase

❑ Decide on what your end goal is. This could be a new eBook, a fresh lead magnet, a series of blog posts etc.

❑ Decide on a broad topic of interest to your audience.

❑ Look for PLR. Purchase what makes sense. This could be one pack, or multiple bundles, even from different sellers.

❑ Download the content in one central location. Discard what you won't need.

❑ Decide what parts need reformatting.

❑ Start editing and formatting as needed.

❑ What other infrastructure pieces do you need? (i.e. graphics, download page, sales page, opt-in form etc.)

❑ Polish & Publish

Planning After Your Purchase

- ❑ Decide on what PLR you want to use.

- ❑ Decide on how you will use it based on your own needs and the needs of your customers.

- ❑ Do you have everything you need to work with? Add additional content bundles as needed to make it work.

- ❑ Download the content in one central location. Discard what you won't need.

- ❑ Decide what parts need reformatting.

- ❑ Start editing and formatting as needed.

- ❑ What other infrastructure pieces do you need? (i.e. graphics, download page, sales page, opt-in form etc.)

- ❑ Polish & Publish

The good news is that it doesn't take long to plan and organize in this way. Most of the time it won't take you more than 15 or 20 minutes. It's time well spent, because after you're done, you will know exactly what you should be doing first, what comes next, and so forth. Provided you have your plan in writing (and you should), you can refer to it and chip away on the tasks anytime you have a few minutes to work on it. With this plan in hand, there's no excuse not to implement your pre-written content.

Practice Makes Perfect

Working with PLR and implementing it in your content marketing is like any other business skill. It's much harder and more time-consuming the first time you do it. With practice, it becomes easier and quicker. The first time Susanne wrote an article, it took her a solid week. She outlined it with paper and pen, wrote and rewrote it twice in a spiral notebook. Then she typed it up into a word document before a final round of edits. That's a lot of time and effort for what we now call a blog post. The next one was faster. Eventually all outlining and writing was done in the final word document, and the editing was cut back to a quick proof reading. Susanne now regularly write a 500-word article in under 10 minutes. Practice makes perfect… and it makes you a lot faster.

The same is true when you implement PLR. It takes practice. And each different implementation of PLR takes practice. Be prepared for things to seem a little cumbersome and counter-productive the first time around. In other words, you won't save a whole lot of time and energy the first time you use an PLR article as a blog post. But by the time you've implemented 10 of them, you should see the benefit. The same goes for using a PLR bundle to create a fresh lead magnet, or eBook. Stick with it and you will get faster each time you use it. And with that it will become more and more apparent how useful it is to use pre-written content in the first place. As you become more practiced, you'll get more and more value from it.

The Power Of Batching

We've hinted at the advantages of batching your tasks together when it comes to implementing PLR. In this section we want to show you the true power of batching and hopefully convince you to give it a serious try. Let's start with the basics, and then we'll give you a few examples of how you can batch the implementation of various pieces of pre-written content.

Before we get into the actual how-to portion, let's talk about batch-tasking vs. multi-tasking. You're probably familiar with multi-tasking. Chances are good that you think you excel at it. But do you? Sure, it makes you feel super productive to have 3 different documents open, watching a class, taking care of customers, and setting up your next social media campaign all at the same time. The problem is that it isn't the most effective and efficient use of our attention and our brains. There are plenty of studies done on time management and productivity that you can search for. What they all have in common is that doesn't help you get more done. The opposite is true. It just makes you feel like you're getting more done because you are in fact working harder than you need to.

Batch tasking on the other hand, is shown time and time again to save time and energy. What is it you ask? Great question. The basic concept is to work on tasks in batches, grouping like items on your to-do list together. You work through those without distractions or interruptions (as much as possible), before moving on to the next thing on your list. In the example above, you may decide to take care of all customer support emails first, then you may set aside some time to get writing done on document 1. Ideally, you won't even look at document 2 and 3 until the first one is finished. Next, you would spend 20 minutes creating your social media campaigns for the week before wrapping up your morning watching a class. By giving everything you do your full attention, and focusing on one type of task at a time, you will get done more quickly and do a better job at each task.

Article Packs To Be Turned Into Blog Posts

Let's say you're working with a pack of 30 articles (or 3 packs of 10 articles each that you want to use in the coming weeks). You may want to start by converting them all to txt files (notepad documents) to strip out any formatting if needed. Your next step would be paste them all into blog posts drafts. Then you may go look for 30 long-tail keywords to work into the title and content that you would like to rank for in the search engines. Next you would rewrite the article titles based on the keywords, and to make them more unique. Then you may want to give each of the articles a slight edit to include the keyword again and make sure they "speak" to your specific target audience. The next task would be to create 30 images – one for each blog post. Your next pass over may be to give each post a bit of formatting love and you will include the image for each post. Last but not least, you would pick categories and create tags as needed before scheduling the posts to publish.

Looking for keywords is a great example of how batching can save you a lot of time. You only need to log into your favorite keyword research tool once and start searching for related keywords a few times to come up with a list of 30 key phrases to use for the entire batch. Compare that to the time it would take to do it individually each time you go to publish a blog post.

Creating Fresh Lead Magnets

Now let's say you use those same 30 articles to create 3 different lead magnets. Those lead magnets are short reports. You would start by sorting your articles into 3 different documents. Your first step will be to create a template to use for all three of them that includes basic formatting. Once that's done, you'll past the content into each of them. Then you may add a title page to each doc, followed by an about the author page, and finally a resources page. Your next step would be to write a short introduction and transitions between the articles to create one text document that flows. After a final edit, you'll finish it by turning it into a pdf. At this point you may want to create 3 opt-in forms or opt-in pages and of course upload the pdf to your auto responder and do your usual list setup (times three of course).

Putting Together A New Information Product

For our last example, let's assume you're putting a new information product together and you're using the same 30 articles along with two short report bundles, and one eBook bundle. In short, you're working with a few different sources of content. These could be from the same seller or PLR store, or you may mix and match them from different ones to find as much content on your topic of choice as you can.

To start batching, you may want to start by making sure all the content is in the same type of document (txt file or docx file for example). Then you could move on to changing the formatting so it all matches. You want the text to be the same font and size, uniform headings etc. The next step would be to organize the content in the most logical order and compile it all into one document. Your next batching job would be to go through the content and edit as needed and writing transitions between the different pieces of content. Last but not least, you add everything else the eBook needs like a resources section, about the author page, disclaimer etc.

We hope you decide to give batching a try. It can be a powerful tool that helps you sharpen your skills and get more done in a shorter amount of time. By moving from one batch of activities to another one, you also avoid mental fatigue. For example, you can work on a batch of editing and rewriting to a less creative and mentally straining process like tweaking formatting or uploading a bunch of blog post drafts.

Whatever you do, remember that using PLR shouldn't be hard and that it's your job to make sure the pre-written content is working for you, not the other way around. If it feels too hard (and isn't your first rodeo), stop and evaluate. Are you doing too much? Is there an easier path to the same end goal? Keep it simple, keep it easy, and most importantly make sure you use the pre-written content you purchase. Bonus points if you use it multiple times.

Make The Most From Your PLR

Now that you have a better idea of how to work with PLR in a timely matter, let's wrap up this guide by looking at how to make the most from it. At the end of the day what you really care about is results, right? Editing PLR articles quickly, or being able to set up a new list building funnel in a day thanks to pre-written content is all good and well, but if it doesn't engage your audience and build your list, what good is it?

It's also important to remember ROI – Return on Investment. You spend hard earned money on PLR content. You want to make sure you make the most of it and see the best results possible. Does this mean every piece of PLR you buy and implement will add to your bottom line? Probably not. But by approaching from a business and bottom line standpoint, you greatly increase your chances of making it count. Here are our most important tips when it comes to making the most from pre-written content.

Buy With A Purpose

While not always possible, buying PLR with a purpose, or at least having a pretty good idea how you will use it when you see a pre-written content offer that's just too good to pass up, is one of the best things you can do to ensure you're getting the most out of it. It only makes sense doesn't it?

If you know your next step is to launch a new information product, and you go out and look for content that will allow you to put that product together quickly, you're saving time. You are bringing a new product to market quickly, helping out your audience, and are hopefully making lots and lots of sales. That's a pretty good return on investment for a PLR pack. When you think like that, you will get in the habit of buying content with a purpose and then making the most of it.

You don't have to worry about PLR hording or collecting virtual dust, because you're starting with a plan and are ready to download, open, and work with the content right away. Remember that you don't always have to have a financial goal in mind (i.e. eBook sales). Buying a plr article pack so you have blog posts ready to go for the next month is a perfectly valid reason as well.

Use It

Again, this should be obvious, but because we know how many people buy lots and lots of PLR and never use any of it, we're going to say it again. YOU HAVE TO USE IT. Sorry about the shouting and hopefully you are not one of our customers who buys pre-written content without ever getting around to using any of it.

The best way to avoid this, is to download the content bundle right away, take a good look at it and come up with a plan for using it. Then do something right away that will help you move in the right direction. Get that lead magnet started, post those articles as drafts into your blog, compile everything into an eBook and give it a title. Create some momentum for yourself to get started and you're much more likely to end up with a finished product that will get you more traffic, increase your subscribers, or make you sales.

Another strategy to try is to use some of the content right away. Grab one of the articles, turn it into a blog post and publish it. Or grab a small section of a short report and post it on social media to create engagement with your readers. Ask them to weigh in on the topic. Then go back and find something else to use quickly.

Of course the end goal should always be to use the content as strategically as possible, but if that's stopping you in your tracks right now, use it any way you can. Make it easy on yourself and get in the habit of putting that content to work for you. The rest will come with time and practice.

Reuse It

Did you know that you can use PLR content multiple times? Yes, that's right. You can use the same piece of content as a blog post, a Facebook post, as the basis for a short video, a section of your next eBook and so forth. By using pre-written content (or any content in general) more than once, you get a lot more mileage out of it.

Yes, it's can be a challenging concept for some of us (ask Susanne) who think that every piece of content needs to be custom crafted for its purpose. It's tempting to think that every little thing should be unique and original. After all, wouldn't our readers notice and get upset if they come across the same content multiple times? The short answer is no. Here's why.

First of all, chances are good that your readers don't even notice that they've seen the same article or blog post content previously. We come across a lot of information online throughout our day. We only remember a fraction of it. We may recall that we've seen something on the overall topic before, but chances are good that if presented with the same article content on two different platforms with at least a few days in-between them, we don't recognize it as the same content.

Even if your readers notice that it's the same (or similar) content, they likely won't mind. We all have to hear and read things multiple times before they really start to sink in. Remember, your readers flock to you because they are interested in what you have to offer and teach. This means they won't mind hearing the same message multiple times. In fact, they need to hear it again and again until it starts to click and they can take the next step on their journey towards their end goal.

The big reason to reuse PLR though is that not all your readers consume content the same way. Some prefer audio or video over text. Some will read blog posts, but avoid any pdf downloads. Yet others don't have a Facebook account, or won't purchase your eBook. There are a lot of reasons why people will never come across your content if you only publish it once. Reuse it and share it in different formats and through various different channels. It's your best bet for reaching the biggest chunk of your target audience.

Publish Across Multiple Platforms

Speaking of different platforms, let's dig into that topic a little deeper. Your first stop when it comes to publishing content should of course always be your own site. It's your property. You own it and it's fully under your control. That's the big advantage. The big disadvantage, so to say, is that your target audience isn't usually aware of your site and traffic doesn't start on auto

pilot. As nice as it would be if you could build something helpful and amazing and they will come, that's not how it works. Yes, there is SEO and viral traffic, but getting in front of your ideal customers where they are already hanging out online is just as important. That's where other platforms come in.

Social Media

By far the easiest way to get in front of your target audience is to find out what corner of social media your people hang out. This could be on a specific platform (twitter instead of Facebook for example), or in a subsection, like a handful of Facebook groups for example. It's your job to find out where these people are already spending their time on social media and go hang out there. Start sharing great content (including, but of course not limited to PLR), build a relationship with them, and then work towards getting them back to your site and your list. Sometimes that means posting an entire piece of content (an article or a video for example) directly on the social media site, but more often than not, you'll share a short excerpt, a tease, or an image and link back to your site.

Forums

While not as popular as they used to be in an age before social media, there are still plenty of active forums out there for niche groups. If your target audience hangs out in forums, you need to get active on there. And there's no reason why some of the tips and pieces of helpful advice you share can't be based on per-written content. You may also want to include a link in your profile and if possible in your signature that points to a dedicated opt-in page for forum participants, inviting them to download a lead magnet (and get on your list) …created from PLR of course.

News Aggregate Sites

There are plenty of news, or popular interest type sites out there that will allow you to publish your own content. It's yet another avenue to get in front of new readers. The example that comes to mind is Medium. Why not start to share some amazing content there from time to time to build another subset of your audience. Of course the end goal will again be to drive them back to your site and into your funnels.

Guest Posts & Newsletter Submissions

Another great way to get in front of your target audience is to let someone else do all the hard work of finding these people for you. Look for other bloggers in your niche that accept guest blog posts. Another great option is to include an article, tip, or other piece of content in a newsletter that goes out to a large group of subscribers who are also interested in what you do. The goal is to share great content with them (based on PLR of course if you like), and then get them back to your site, and into your email funnel.

Make a list of at least three different places right now where you can start to share your content, your wisdom, and your expertise to get in front of a larger portion of your target audience. Get in the habit of posting there regularly, and then expand to another place, and another… until you have more traffic than you can handle. (FYI…we've yet to reach that place). Yes, it sounds like a lot of extra work, but by leveraging the power of pre-written content you can do it. It's well worth the extra effort.

Mix & Match For Bigger Content Packs

One last tip for using PLR content before we let you go. It's something we did regularly back when we were only PLR buyers (and still do for our niche site). It always surprises us how many of our customers don't realize that they can do this, or that it never occurs to them in the first place. The idea is to mix and match different pre-written content packs into larger info products.

Let's face it. Sometimes you can't find that perfect bundle to cover exactly what you need to cover. It doesn't matter if you're working on a new eBook, a large blog post series, a new membership site, or a fresh lead magnet. You can find bits and pieces here and there, but not all in one pack. That's ok. It's perfectly fine to mix and match.

We can tell you from experience that it makes for easier formatting and editing to buy all the content for your project from the same seller, but you don't have to. We've combined packs from three or more different PLR shops into one eBook without a problem. Go out there and find the best pre-written content for your audience, mix and match as needed, and build exactly what you need to fill out your funnel.

That's all we have to share on the topic of what PLR is and how to use it. We hope you've found this helpful and that we've inspired you to either give pre-written content a try, or vow to use it more frequently as you grow your content driven online business. If you have any feedback on this guide, we'd love to hear it. Email us at piggymakesbank@gmail.com. We look forward to hearing from you and connecting with you.

Don't miss the next page. We've put together a collection of our favorite resources when it comes to buying and using PLR content. Of course we would also like to invite you to check out the pre-written content we create.

Simply visit https://PiggyMakesBank.com or click the image below and use Coupon Code **WHATTHECK** to get 50% off your favorite product.

Recommended Resources

We couldn't let you leave without a quick rundown of our favorite resources for pre-written content and related tools and services. Everything on this page are tools and services we personally use and pre-written content from fellow sellers that we have a solid relationship with. You're not going to be disappointed when you give it a try.

Quality PLR Sellers

These PLR sellers are personally known to us and have been vetted as having a quality product as well as exemplary customer service.

Because content is the lifeblood of your business do yourself a favor and do buy from multiple sources.

Business/Self-Help/Health & Wellness

Content Shortcuts
EasyPLR
PLR Mini-Mart
Piggy Makes Bank
All Private Label PLR

Self-Help

White Label Perks
Publish for Prosperity
Tools for Motivation

Business

Coach Glue
List Magnets
Content Sparks

Health & Wellness

Master PLR
Buy Health PLR
Health & Wellness PLR
PLR Pump
PLR Pump
Internet Slayers PLR

Planners

Thrive Anywhere
Createful Journals

Home/Food

Kitchen Bloggers
Whole Food PLR

Miscellaneous

Daily Faith PLR
Brandable Tech
Home Improvement PLR
DFY Content Chicks PLR
Niche Starter Packs
PepTalk PLR

Tools We Use

aMember – Is who we use as our shopping cart & affiliate program

ConvertKit – Our current email marketing service provider

Aweber – Another great email marketing service provider

Stencil – The program we use to create on-the-fly images – Super Easy to sue

Pretty Links – This is who we use to shorten our affiliate links and to keep track of clicks

MomWebs – The best hosting company ever. The customer service is super responsive and the up-time is second to none.

Thrive Themes – Thrive is filled with theme-goodness.

Plug In Mill – Lynette Chandler is the best plug in creator we know and we LOVE her automatic upload plugins to use with PLR.

ConvertKit Club – Elizabeth Goddard helps us do things smart inside ConverKit

Service Providers We Trust

Cindy Bidar Online Marketing Coaching & Consulting (We learn from Cindy)

Tanya Bryant – Online Business Management (Our OBM)

StarVA – Tanya also helps other Virtual Assistants up their VA game.

Samantha Angel at Advancing Steps – Does Amazing Graphic Design work (Our graphic designer)

Kelly McCausey Love People + Make Money - Business Coaching & Online Mentorship (She's coached us)

Tawnya Sutherland – VANetworking.com

Stock Image Sources

Deposit Photos