Piggy MAKES BANK

Profitable Projects

Making your bacon in 30 minutes or less

Content Creation with PLR

Workbook & Checklist

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Thanks a bunch – Susanne and Tracy

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Super-Fast Content Creation with PLR

Welcome to another Profitable Projects Report on content creation. We both love using PLR (Private Label Rights) content in our online businesses. We use it mostly in various little niche sites we've built over the years. We'll also occasionally use PLR as the starting point for a free report, product bonus or even article in our online marketing business. Some of the bonuses you are receiving with your profitable projects started out as PLR articles that we edited and added to, making sure they reflected our style and more importantly making sure the information was as accurate, step-by-step and useful as any content we write from scratch.

What Is PLR Content

PLR content is content you can buy (usually in packages or as part of a membership) that you may edit and use as you wish. Unlike free reprint articles, you are not required to link back to anyone else's website which makes them appealing to many web publishers.

The PLR content we use is mostly written PLR so that's what we'll focus on for the purpose of this report. There are also some video and software PLR content sites out there. We're sure there are plenty of uses for it as well, but for now, let's stick with written PLR content.

Different Types Of PLR Content

Let's start with taking a look at some different types of PLR content. Do keep in mind that it's pretty easy to change one type of content to a different format. For example, you can easily take a pack of 5 to 10 articles and turn them into a short report. You can also combine a few articles and reports into an ebook or take chapters from an ebook and create reports or articles and blog posts. You get the idea.

Articles

PLR articles are short articles that are usually about 300 to 500 words long. You can use them as articles or blog posts on your own website. Since these articles will be used by other website owners as well, we recommend you rewrite them a bit before you post them. We'll show you how in the next chapter.

Good PLR articles are sold in packs of related articles and are also sold in limited quantities. Personally we don't like to buy PLR that's sold to more than 100 people.

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Ebooks

You can also buy entire PLR ebooks. We like using them as starting points for our own products. They are usually sold complete with graphics and a sales page.

We **highly** recommend you have your own graphics created that include your name and website URL on the cover. Take a little time to edit the ebook itself as well. We like to include an introduction that tells the reader a little about us and our website. We also add a resources section where readers can learn more about the topic. Those resources may be other websites or blogs of ours, or other products that we're an affiliate for.

That's the bare minimum you want to do. Personally, we like creating more value by adding content and our own spin on things, even if it's "just" a free bonus report we want to add to an existing info product.

Changing the graphics and the sales page a bit will go a long way to make your PLR ebook stand out from the crowd. Plus adding your own websites, products and affiliate product offers will end up in more revenue for you down the road.

Short Reports

You don't find these quite as often as article pack or ebook PLR, but they are out there. They are usually 8 to 12 pages long and contain a series of chapters or articles. Good short report PLR will also include a cover page and a recommendation of affiliate products you can promote. Every once in a while you may even get a cover graphic to go with the report.

Like with the ebooks we recommend you change the title, cover and graphics for the report before promoting it.

We use short PLR reports as "ethical bribes "to get people to subscribe to our lists. Let's give you an example. On Susanne's frugal homemaking website www.HillbillyHousewife.com she give away a short report on family budgeting that started out as a PLR report.

Auto responder Messages

Every once in a while you can also find auto responder messages that are PLR. This means that you will get a pack of about 10 auto responder messages that you can upload to a service like Aweber. The messages usually include a subject line, a short email message and an offer for an affiliate product.

As with any PLR content, you can edit and change these messages as you see fit.

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How To Quickly Rewrite An PLR Article

The key to using PLR articles on your site as blog post or article content is to rewrite them just enough so they:

1) Appear unique enough for search engines and readers to NOT recognize them as PLR.
2) Are keyword optimized so you can get free search engine traffic to them.
3) Convey your overall message and "voice".
4) Include a call to action.

Here's our process for rewriting PLR articles so they fulfill all of these criteria. The first few times you do this, it may you 15 to 20 minute to do, but with a little practice you can rework you're article in less than 7 minutes.

Step One – Decide on a Keyword

If you're going through all the trouble of rewriting an article and adding it to your site, you may as well get some free traffic from it. Using your favorite method or tool for keyword research, find a long tail keyword that doesn't have a lot of competition.

We talked about some of this in month one. Feel free to go back and reference those reports and tools.

Step Two – Rework The Title

Start with the keyword and use it as early as possible in the title. Other than that, just try to make it sound interesting.

Let's give you a few examples. First you'll see the keyword in quotes, then a title.

Dog Training Niche:

Keyword: "training a dog not to bark"

Article Title: "Training A Dog Not To Bark – 7 Tips You Can Implement Today"

Keyword: "training a dog to sit"

Article Title: "Training A Dog To Sit In 3 Easy Steps"

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Acne Niche:

Keyword: “get rid of acne spell”

Article Title: “Secret Ingredient Will Get Rid Of Acne Spell in Less Than 12 Hours”.

Keyword: “acne scar removing creams”

Article Title “Acne Scar Removing Creams – Do Not Use Before You Read This!”

Make Money Niche:

Keyword: “how to legitimately make money online”

Article Title “How To Legitimately Make Money Online – 3 Proven Strategies The Will Put Money In Your Bank Account In Two Weeks Or Less”.

Quick Tip – Using Magazines To Get Title Ideas

Here’s a great way to write compelling titles. Take a look at the covers of popular magazines. Browse them while you’re in line at the grocery store, or go to Amazon.com and look at the magazine cover pages there. Read through the headlines and see how you can rework them to make them fit your market.

For example, “Blast Away Belly Fat With This Simple 20 Minute Walking Routine” becomes “Blast Away Winter Blues With This Simple Aroma Therapy Routine” or “Double Your Traffic With This Simple Article Marketing Strategy”.

Step 3 – Rework The Content

Next, we rewrite the first couple of sentences of the article to make them match the headline and to give it a little more uniqueness. After that we just skim through the rest of the article, editing a bit here and there to make it sound more like us.

Now is also a great time to improve online readability by breaking up long paragraphs, adding lists and sub headings as well as images.

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Step 4 – The Call To Action

This last step is crucial. What would you like your reader to do after they finish reading your article?

- Leave a comment.
- Read another article.
- Sign up for your list.
- Buy a product.

Determine what it is that you would like them to do next and then tell them. Here's an example of a good call to action at the end of an article.

> And now I would like to invite you to join a free 7 day ecourse on building a niche website at www.AffiliateEcourse.com

By the way, this goes for any content you create including article marketing, short reports and blog posts.

Using PLR Multiple Times

Before we wrap up this month's method of content creation, we want to share one more tip with you. Whenever possible, use the PLR content multiple times.

For example, if you bought a PLR article pack, post them individually on your blog or website and then compile them into a short report. At the end of each blog post, you can invite readers to sign up for your list and offer them the short report as a thank you for signing up.

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Our Favorite Sources Of PLR

PLR.me - Another great source of quality content with awesome graphics. This site mostly focuses on the self-help niche.

DIY PLR - Great how to guides and checklists complete with graphics. These make awesome blog posts or short reports. Use Coupon Code ' PIGGYBANK ' for your first or next purchase.

FOOD-A-PLENTY - Articles, Graphics/Photos, Recipes and Social Media Content to bring abundance to your food blog.

KITCHENPLR - Provides high-quality food and gardening content for other online entrepreneurs. Here you'll find in-depth product reviews, kitchen-tested recipes, original photographs and cooking articles – plus a wealth of resources to teach your readers how to grow and preserve their own fruits, vegetables and herbs.

All PLR Content - Another favorite source of PLR content that I use on a regular basis. They offer articles, reports and even auto responder messages in a big variety of different niches. Don't miss the exclusive memberships.

That's it for this section. Be sure to scroll down for your daily checklist.

Warmly,

Tracy Roberts and Susanne Myers

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Daily Checklist

Day 1

- ☐ Make A List of Blog Posts for Week 1
- ☐ Write The Content Or Outsource It
- ☐ Be sure to include at least one PLR content post for the week.
- ☐ Make A Plan For Adding The Content To Your Site

Day 2

- ☐ Make A List of Blog Posts for Week 2
- ☐ Write The Content Or Outsource It
- ☐ Be sure to include at least one PLR content post for the week.
- ☐ Make A Plan For Adding The Content To Your Site

Day 3

- ☐ Make A List of Blog Posts for Week 3
- ☐ Write The Content Or Outsource It
- ☐ Be sure to include at least one PLR content post for the week.
- ☐ Make A Plan For Adding The Content To Your Site

Day 4

- ☐ Make A List of Blog Posts for Week 4
- ☐ Write The Content Or Outsource It
- ☐ Be sure to include at least one PLR content post for the week.
- ☐ Make A Plan For Adding The Content To Your Site

Day 5

- ☐ Make A List of Blog Posts for Week 5
- ☐ Write The Content Or Outsource It
- ☐ Be sure to include at least one PLR content post for the week.
- ☐ Make A Plan For Adding The Content To Your Site

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