Boost
YOUR PLR ROI

HOW TO MAKE THE MOST FROM EACH PIECE OF PLR CONTENT YOU BUY

With Workbook!

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Tracy Roberts & Susanne Myers are best friends that– after many years of working separate websites alongside each other–finally decided to combine their skills to create a Private Label Rights business that allows them run a business that supports their lifestyles.When you put the two of them together, you get a powerhouse with over 16 years of experience in writing, marketing, and customer service. That's what makes PiggyMakesBank.com one of the best PLR sites available to you today.

Using private label rights (PLR) in your business is a time-tested way to create profitable content. PLR can be used in all areas of your business. It can be used throughout your entire product development, marketing, and promotion.

YOU CAN USE PLR TO CREATE

- eBooks
- SEO Blog Post And Article Content
- Guest Posting Content
- Newsletters
- Email Marketing
- Online Courses
- Coaching Programs
- Speeches And Presentations
- Webinar And Seminar Starting Points
- Lead Magnets
- Repurposed Podcasts And Videos
- Membership Website
- Bonus Material
- Social Media Promotions

The interesting fact you may not realize about PLR is that it's not really a new concept. Before the internet, many business owners, from city art museums to local community magazines and newspapers, used PLR content to fill their newsletters and publications with interesting subject matter and content.

The difference is that it was usually delivered monthly in the mail, printed in a manner consistent with the publishing practices at the time. The company using the PLR would cut it out and paste it up so that it could be copied and appear in the publication. Doing this added value to the publication; and freed up time to devote to other money-making activities, such as fundraising via ads for the publication.

Today, you can find high-quality PLR that is much easier to use than this. Now, you simply download the material to your computer. Then, you can use your word processing software to easily update, edit, and improve the value of the content. Plus, depending upon the license you purchase, you can even add your own byline to the content; turning yourself into an immediate author.

The trick to profiting and increasing your ROI with PLR is to know what you're going to use it for, why you're buying it, and to develop a plan to publish it, promote it, and make money from it before you even make your purchase. In the following pages, you'll learn the importance of developing a plan; and then implementing that plan so that you can make the most of every single PLR purchase you make.

The ways you can use PLR to grow your business are numerous. Before we get into the details about how to improve your PLR ROI, let's discuss the ways you can use PLR to run and grow your business.

EXPAND YOUR REPUTATION AND BOOST AWARENESS

You can use PLR to help you create content that will help you develop your online persona, expand your reputation, and boost awareness of your products and services. You can use PLR for blog posts, guest posts, social media posts, and more. You can repurpose everything you buy into new formats to help expand thought leadership and increase awareness of a problem or a solution.

ATTRACT NEW CLIENTS AND CUSTOMERS

Use PLR to create lead magnets, opt-in pages, email messages, and more. You can even use PLR as the beginning of your informational webinars, podcasts, and membership websites. For example, if you want more people to sign up for your email list, create a cheat sheet or checklist to give away to get them on your list. This will help them become new customers by providing the right content at the right time in their journey, to guide them in their next steps.

CREATE PRODUCTS AND SERVICES

You can use PLR to create the products you want to sell to your customers. Identify their problems, then find solutions for those problems that you can rebrand as your own, and sell to the customers. Coaching programs, eBooks, courses, and membership sites can all be created using only private label rights content and information. You just need to know what to look for, and how to effectively deliver it to your customers.

BOOST CUSTOMER LOYALTY

Sending your customers valuable content via email autoresponder, hosting webinars, offering free and paid courses, and more are all excellent ways to build customer loyalty with PLR. Create challenges and step-by-step courses using PLR. Offer workshops, teleseminars, and more all based on the PLR you buy; which is based on your customers' needs, and your niche and expertise.

The truth is, everything you do in your business can start and end with PLR. Private label rights content not only offers you the ability to start a business by giving you a product to promote and serve ideas, but you can also use PLR to promote the products and services.

As you can see, the whole idea of PLR is powerful because you can find a perfect product to promote that is already done for you, and the additional content to help you promote it to your ideal audience. This makes the barrier to entry low to this type of business; and means that with the right knowledge, planning, and implementation, you can be successful using PLR in your business.

Buy PLR With Intent

Don't just go on a shopping spree. Instead, go in with a plan. Know what you want to accomplish and what type of content and how much you need to make it happen. Then shop at your favorite PLR sellers to get what you need.

Set Your Content Goals

Each piece of content you use in your business needs to have its own goals separate from your overall content marketing plan. For example, if you choose to purchase a PLR eBook, you need to know in advance the purpose of the purchase, so that you put it to work for you within hours of purchasing.

POTENTIAL CONTENT GOALS:

- **Brand Awareness -** This may include creating blog content from PLR that you buy that educates your audience about the problems your solutions solve.

- **Generate Traffic -** This goal might mean that you use PLR to create a lead magnet or other free downloadable to create buzz and generate traffic while building your email list.

- **Brand Loyalty -** By keeping your audience informed about the newest information in your niche, you can build brand loyalty and be known as the go-to source of information regarding that topic. Use blog posts, infographics, charts, and proof with lots of numbers, stats, and examples.

- **Customer Education -** Find informative PLR that you can use to educate your audience about how to do a task that will solve a problem. eBooks, reports, white papers, and guides are all great ways to inform your customers.

- **Customer Engagement -** Engage with your customers by sending extra information such as checklists, cheat sheets, and charts to help them make choices, and give them more information to know what to ask you.

- **Customer Acquisition -** Use PLR as a direct product for your audience. Find PLR content that is a product already, or combine several PLR products to create one big high-cost program.

Your goal informs the type of content you need to buy to experience the results you want to get. Choosing what you want to do with the content first, then finding the content that will accomplish that goal is one of the best ways to improve your return on investment into PLR.

Know Your SEO Priorities

Along with setting your content goals, it helps to understand what your search engine optimization priorities are for the content. For example, content you use on your blog needs different SEO than the content you use in email, or that you directly sell, such as a course or eBook.

You need content that is on your website to generate more traffic from search engines, as well as off your website to generate links back to your website.
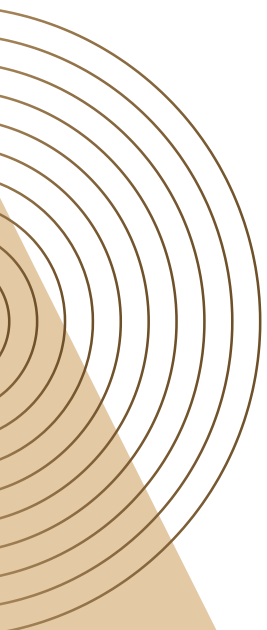
WHATEVER PLR YOU USE, YOU'LL WANT TO ENHANCE THE SEO AS FOLLOWS:

- **Add Keywords To The Title -** Your titles should consist of keywords within the first three words. Plus, make sure the title shows up in social shares and search engines in its entirety, and isn't tricky. Titles aren't always a good place to be clever if you want to be straightforward with your audience.

- **Complete The Meta Description -** The meta description of your site is what shows up in a search. You'll want to ensure that it looks the very best, and describes fully what is inside.

- **Add Alt Tagging Information -** When you add images, fill out the alt tag information, so that if someone is using a special reader for blind people, it lets them know what the image is. This also helps the search engines pick up the image.

- **Include Keywords In The Headers -** Create chunky content with a lot of headers, so that you can put keywords in the h1 or higher headers. This signals the subject matter to the search engines.

- **Name Files With SEO In Mind -** When you upload an image or other file to your public-facing website, give the file a name that matches what it is. For example, if you upload an image of a blue butterfly, call it a blue butterfly; but use a keyword as well to relate why you have a picture of a blue butterfly there.

- **Include Internal Links -** Wherever it seems relevant, you'll want to give your audience and the search engines extra help to find more of your content. Include more reading and more information below each post with an internal link to more content.

- **Add In-Content Downloads -** Within the content you post on your blog, consider adding longer content in the form of a PDF download. This is a great way to capture email addresses and provide more info. Of course, the download should be PLR content, too.

Using search engine optimization is not something you should skip. Setting up your website correctly, so that the search engines can help your audience find you is a no-brainer today. Use software like Yoast! SEO to help you get the most out of your SEO efforts using PLR content.

Create Buyer Personas

Look at your typical customer's buying journey and create an audience persona for each stage of the buying journey. For example, your audience member in the awareness stage needs different types of content to consume than your loyal customers do.

TO CREATE BUYER PERSONAS:

- **Know Your Buyer's Journey -** Draw a map of the trip your buyers take as they make purchases. Consider multiple entry points into your funnel to create many personas based on where they are on their personal journey.

- **Understand Your Product Funnel -** It can help you to draw out your own product funnel. This will help you easily know which products, content, and information you have for your audience at each stage of the marketing funnel; as well as the buyer's journey from awareness to loyal customer.

- **Check Your Metrics And Data -** You already have some information if you have website visitors. Look at the demographics in that data to find out more about your audience, and help you know who you're buying the PLR for and why.

- **Ask Your Customers -** It is always a good idea to survey, poll, and question your audience about their demographics and pain points through every stage of the buying cycle.

As you build your business, your customers' demographics will likely stay very much the same. However, remember always to keep studying them, because sometimes their principles and values change as society changes; which will help inform the content you choose for them.

Develop A Business Persona

Just like you can create personas for your customers, you can also develop one for your business to help you with branding. Some people call this a brand personality profile. This way, you can keep your brand voice, style guide, logos, fonts, templates, and so forth straight and organized. Plus it's all easily shared with stakeholders, employees, and contractors.

TO DEVELOP YOUR BUSINESS PERSONA:

- **Choose Your Personality -** Is the brand personified competent, tough, or sophisticated? Is the personality more feminine, masculine, or something different? Whether you want people to perceive your brand as fun and excited, or serious and committed, you'll choose the personality that dominates.

- **Know Your Competition -** Take a look at the brand personalities of your competition, and determine how you can differentiate yourself from the pack with a new focus or different personality.

- **Describe Your Brand -** Write down a description of your brand using three different adjectives. Then, choose ways to demonstrate these descriptions using the right tone, images, colors, and fonts.

- **Draw Them As A Person -** If your brand were a person, what would they look like? How would they dress? What type of words and phrases would they use regularly? Where do they hang out, and how do they get their information? What makes them special?

- **Write Words And Phrases You'd Use And Not Use -** You want to figure out what words and phrases your brand as a person would use to describe the solutions you offer. You'll also want to figure out ways your brand will not speak, to avoid confusion with your audience.

Knowing the quotes, phrases, and facts that are important to your brand persona helps you to avoid miscommunication. For example, if your business supports Vegan Yoga Life Coaches, what would the business look like and sound like if they were a person? Draw that so you can encompass the voice of that persona in all your product creation and marketing efforts.

Determine The Purpose For Each Piece Of Content

As you buy private label content and develop it for use in your business, knowing why you're buying it in advance helps guide your purchases. For example, knowing if the content is for awareness, acquisition, nurturing, qualification, lead generation, developing loyalty, or encouraging engagement helps you find just the right content to use.

- **Spread Awareness -** This is the top of the funnel, and where you'll need the most content. This type of content can generate traffic, as well as build brand awareness, while helping move your audience through their buying journey. It may consist of blog posts, articles, and other informative content; including webinars, videos, and podcasts.

- **Encourage Purchases -** If you want to encourage purchases, you'll need content that sells your solutions. This kind of content could be sales pages, testimonials, and educational information that answers the question of why to your audience.

- **Develop Customer Loyalty -** Once purchases are made, you don't need to stop sending content. In fact, once a buyer is on your list, you'll want to use even more content to develop your relationship, encourage loyalty, and create brand advocates. This type of content will mostly consist of email messages, webinars, blogs, extra checklists, cheat sheets, and social media updates.

- **Get More Leads -** Use PLR eBooks, reports, checklists, cheat sheets, and more to generate leads, by offering them as free or low-cost downloads on a landing page; or within other content.

- **Educate Your Customer -** Any type of content that teaches your audience information about their problems and your solutions is educational content. Blog posts, eBooks, reports, white papers, and guides are beneficial to help educate your audience.

The more you know the reason for the content, the easier it is to choose the right content to purchase. Plus, it's also simpler to repurpose content when you know why you're buying it to start with.

Match Content To Problems, Products, And Services

Another way to look at content as you shop, is to find content that addresses the problems you're trying to solve, educates about your products, and talks about the various services you offer.

- **Rub Salt In The Wound -** Some people call this "poking the snake," but the general idea is to find content that describes the problem in excruciating detail so that they realize they need a solution.

- **Remind Your Audience About Their Problems -** Using your content to talk about all the problems your audience has via the PLR you purchase is a great way to use PLR.

- **Compare And Contrast -** You can also find PLR content that helps you compare different problems, while inserting your solutions that you compare and contrast with others.

- **Start Before The Solution -** If you have a solution you're trying to promote, start at a stage right before the solution is needed; then, use content to build up to that solution.

When you match the content for each product or solution, you refer to the problem it solves, and then focus on educating about the problem and your solutions. This is how to use the PLR content the right way, in the right order.

Which Social Channels Are A Priority?

Understanding which social channels such as LinkedIn.com, Pinterest.com, and others you plan to incorporate into your content marketing efforts will help you choose the right content for the right platforms.

YOUR COMPETITION

If your competition uses a specific social channel over others, it's likely for a reason. That's where the audience is.

YOUR CUSTOMER

What platform does your customer prefer to use and why? This is an excellent way to figure out what format your customers prefer their content to be in.

YOUR PRODUCT

The type of products and services you're promoting can also help you identify the right social channels.

Each platform you use to help get the word out about your products or services has a different personality. Even so, your audience needs to recognize that it's you, so it's imperative that you focus on the platforms your audience uses to get information, and not just what you like.

How Much Content Do You Need?

As you develop your content marketing plan, create a system that you can work with. For example, with every report you want to promote, you know you also need emails, social media updates, a certain number of graphics, and so forth to ensure your promotions are effective.

There is truly no right or wrong answer when it comes to how much content you need; other than to say you need as much as it takes to accomplish your goals. The best way to figure this out is to start with the general statistical assumptions for each platform.

For example, your email marketing software probably has advice for you in terms of how many times to send emails each day, and even the time that it will get the most opens. In addition, you can research statistics regarding your niche, too. You can also just start with something small, track the metrics, and test new ideas.

In general, you'll want to post blog posts three to seven times a week, send out one to three emails per day, plus update each social channel in accordance with best practices for that channel.

Develop An Editorial Calendar

From the information above, create your editorial calendar based on your promotions, and the problems you want to solve; matched with the frequency you believe will work for your needs.

Use a spreadsheet to create an editorial calendar that informs you about what content you need to buy and publish, and for what reason. Creating this schedule will help you become consistent, and allow you to adjust as you note the results.

Determine Your Distribution Strategy

Having a distribution strategy in place helps you determine a lot of things; such as precisely what content you need, and for what purpose. If you have the same distribution process each time you launch a new product or service, it'll also help you figure out what content you need to buy.

For example, if you want to build a membership group coaching site, it might look like this:

Email about problem > Blog post > email blurb about blog post > social media update about blog post > links to the landing page on the blog post.

Keep An Inventory Of Your Content

Once you start buying content, don't just stick it on your hard drive. You need to know what you're buying it for, and automatically create a file that shows where the content is published, so that you can track the results.

The spreadsheet should include each page of your site, including landing pages and product sales pages, as well as each social platform you use. Then link to each piece of content where it's published. Also keep copies ready in a file folder such as Dropbox, so that you can easily grab and repurpose it anytime.

Develop Your Content Promotion Plan

In addition to the content you want to promote, you'll need content to promote that information. For example, if you're selling an eBook that's all about Problem A that you solve in your niche, you'll need content for your landing page for email marketing and follow up, as well as social media engagement. By writing down what you need each time, it creates a system and a process that makes it easier to ensure success with each launch.

When you know what you need, shop for it, and then have a plan in place to use it right away, you'll experience a lot more success boosting your ROI regarding your PLR purchases. Going in with a plan ensures success and eliminates waste.

Buy Quality PLR

Buying private label rights content with intent is a first step to ensuring that you don't waste your money buying anything you're not going to put into service for yourself and your business. However, before you buy even one thing, you need to ensure that you're making purchases that are quality PLR purchases. You don't want to end up with a lot of useless content on your hard drive.

Get To Know The PLR Company Owner

Follow the PLR company, as well as the owner of it on social media. Join their email lists. Join their communities. Get to know those who are buying it, recommending it, using it, and creating it. When you know who is making your content, you can be reassured that you're buying genuine private label rights content, and not content that's been spun--or worse, plagiarized.

Work With Writers Native In The Language

Whatever language you use in your business is your native language. You're going to like the PLR more if you buy it created in the language you plan to use. Even small deviations from the way common language is used can cause the content to be challenging to consume. There are also AI software programs that some people are using to generate content they're selling, and it looks horrible.

Is It Usable Without Extra Work On Your Part?

While you're likely to want to change and repurpose the content you purchase, it should be perfectly usable the way it is. If you need to do a lot of editing to make it readable and understandable, then it's not good quality content. Using the content as-is means it'll take less time to start implementing and earning from your PLR purchases; thus, vastly increasing your ROI.

Who Do Your Friends And Colleagues Recommend?

Ask those you work with and know about who they buy their PLR from. Anyone who's been in business online in the last ten years probably uses PLR, and has a company they prefer to buy from.

Joining business groups, masterminds, and group coaching programs will introduce you to a lot of inside information that you need to make a good choice.

What Are The Terms Of Service?

Read the terms of service and rules regarding the use of the PLR you plan to purchase. You don't want to use it in a way that the creators don't want you to use it; but you want to find PLR with fewer rules about using it, so you can make it your own. If you can use it as your own, then you've found an excellent source for PLR that will provide a positive ROI.

Try A Free Sample To Ensure Quality

Many top-notch PLR sellers offer plenty of opportunities to see their work for free. Not only should you take advantage of free PLR from them, but you should test it out and use it, too. If you download it, set up a plan to use it right away.

How Many Times Do They Sell The Work?

Another critical factor is how many times they sell each piece of content. Some membership sites limit the number of people who can join. This is a good choice because that means the content is not as prevalent out in the wild. Many PLR memberships limit the number of downloads or members who can download it. Some don't, but still have fewer downloads than you think.

Does The Company Offer Top-Notch Customer Care?

While you don't want to bother sellers without reason, it's a good idea to test out customer service to find out if they check tickets and answer questions, especially if you want to recommend them to anyone else.

Buying quality private label rights content means you will have one less step in getting the content ready for distribution. Instead of focusing on trying to create something extraordinary from poorly developed content, you will be able to use the content the way it's intended so that you can make more money in the long run with less work.

Reuse And Repurpose

Another way to get more out of your PLR purchases is to plan right away how you're going to reuse and repurpose the content you buy. You don't want to purchase content and only use it once for one thing. Let's explore many ways of reusing and repurposing the PLR you buy, so that you can make the most of every purchase. Thus, increasing your return on investment exponentially.

CHANGE THE FORMAT

Whatever format the content comes in initially needs to be usable as-is; but to repurpose it, you can then change the structure. A blog post can become a video, a how-to post can become a webinar, and so forth.

HOW TO DO THIS:

Use MS PowerPoint to repurpose a list or step-by-step into a presentation. Use the voice over feature to turn it into a video. Upload the video to YouTube.com. Be sure to include links in the description back to your site by asking them to come to download a freebie related to the presentation.

UPDATE THE FACTS AND STATS

Even evergreen content may need to be updated occasionally when it includes any facts or statistics. Once updated, let everyone know and promote the content again.

HOW TO DO THIS:

Whether you just purchased it, or you published it a year ago, most of the content you publish will have to be updated with new facts and stats as they change. To update a blog post, just go right to the post and change the facts to match current statistics. Note on the blog post the date it was last updated so that your audience knows when you updated it. Then promote the post.

CREATE SNIPPETS FOR SOCIAL MEDIA POSTS

Develop snippets from quotes, stats, and facts from each piece of content that you buy. Use those snippets to share on social media posts that you put on various platforms.

HOW TO DO THIS:

Just cut and paste essential facts and quotes from the content, and add to a background right on Facebook. Alternatively, use software like Canva.com to create a meme from the snippet, and always link to the full content within the snippet.

DEVELOP INFOGRAPHICS FROM HIGH DATA CONTENT

Any time you have content with a lot of facts and statistics, turn it into an infographic. Infographics are highly shareable and valuable types of content.

HOW TO DO THIS:

Using software like Canva.com or Piktochart.com to create an infographic is super easy. All you need to do is come up with a compelling branded theme for the infographic. Embed with the original blog post and share it on its own, with a link back to the post.

CREATE SLIDESHOWS FROM CONTENT

Another way to repurpose and reuse content is to develop it into a slideshow using presentation software like MS PowerPoint. You can even use other features to make a slideshow into a video.

HOW TO DO THIS:

Anytime you have a post or other information with more than five or six points, you can create a compelling slideshow or presentation from the content. Just create a branded template, then add the facts and transitions to it, and you're done. Save as PDF to make it easy for anyone to download.

TURN A HOW-TO POST INTO A COURSE

If you have any how-to blog posts, you can flesh them out to give more examples, and turn them into a course. The course can be delivered via email, or via a platform like Teachable.com.

HOW TO DO THIS:

Any step by step or how-to blog post can be turned into a course. A basic course will include examples of each task, and directions for the student to complete the task. Using software made for this like Teachable.com will make it even easier to upload quickly.

COMBINE TO CREATE EPIC CONTENT

Long-form content performs better when you're trying to publish content to get more traffic for your website and landing pages. Combining a lot of content on one topic, and adding transitions will help you become a thought leader.

HOW TO DO THIS:

Find blog posts, eBooks, and other PLR content about the same niche or topic. Combine to create the epic or long-form content. You can publish this on your blog, or you can turn it into a PDF download, or both.

UPDATE CONTENT WITH PERSONAL STORIES & CASE STUDIES

Any type of content can be enhanced by updating the content to add case studies, personal stories, and additional information that will be relatable to your audience.

HOW TO DO THIS:

As you read any of the content you've purchased, think about examples you have within your business to add to the content. For example, you can interview successful people to add case studies, or find examples on the net to link to within the content explaining the examples.

DEVELOP USEFUL TOOLS

Using PLR to create tools that your audience can use that you either sell to them or offer as freebies for download like worksheets, checklists, charts, and guides is a great way to use PLR again and again.

HOW TO DO THIS:

Any list or how-to content can be turned into a checklist, worksheet, cheat sheet, or other types of companion downloads that become an additional valuable tool that your customer can use.

The benefits of repurposing private label rights content are many. You'll be able to buy less, but get more from it. You'll reach more customers, improve organic search engine traffic, and be able to devote more time to making sales than creating content.

Add Value To Your PLR

Pumping up the value of the private label rights content that you choose to purchase is an excellent way to make the value of your PLR worth more. When you add more to it, you can charge more, and increase your return on investment.

Add Compelling Images And Graphics

Even if the PLR comes with images, it's usually best to replace them anyway with updated images that you have created yourself to accompany the content. The fact is, as time moves on, we end up with better images and graphics; and older ones will look old-fashioned.

Create Audio And Video Versions

Adding audio and video to your content is another way to make it appear more valuable. For example, if you are teaching people how to do something, why not showcase how to do it in a video to help advance understanding.

Develop More Interaction And Engagement

Invite buyers of your information and content to your communities, and interact and engage with them. Host a Q&A on Facebook, or YouTube Live, based on the PLR content they purchased. Use the PLR as the basis for engagement.

Provide Specific Examples

Go through the content and figure out where you can add specific examples for any type of description. For example, if you talk about a successful sales page, showcase several examples of successful sales pages. Whenever you describe a result, show them an example of that result.

Offer Assignments And Accountability

Give your customers and audience accountability by giving them something to do after they consume the content. For example, if you've taught them how to upgrade their SEO on a blog post, provide them with an assignment to do it, and then show their work in your Facebook Community or Group.

Give Checklists And Guides To Follow

If you distribute content with a lot of things to do, and steps to take, create a checklist or guide for your readers to use to implement your suggestions. These types of downloadable content options will not only act as an entry point into your email list, but they will also work to delight customers by providing them an unannounced bonus option.

Cross-Promote Community To Increase Engagement

No matter where you distribute content, always cross-promote across all social platforms, your blog, your website, and email marketing too. Take snippets from any content you buy, and use it on each platform to cross-promote.

Offer Coaching And Other Guidance

To boost the value of the PLR content you sell to your audience, offer a coaching program, or other types of guidance. You can offer personal one-on-one coaching, and you can also offer group coaching as well.

It doesn't take much to boost the value of the PLR that you sell to your customers. Adding little additions, using updated graphics, and personally getting involved with your customers can make all the difference in the perceived value, as well as how much you can charge them.
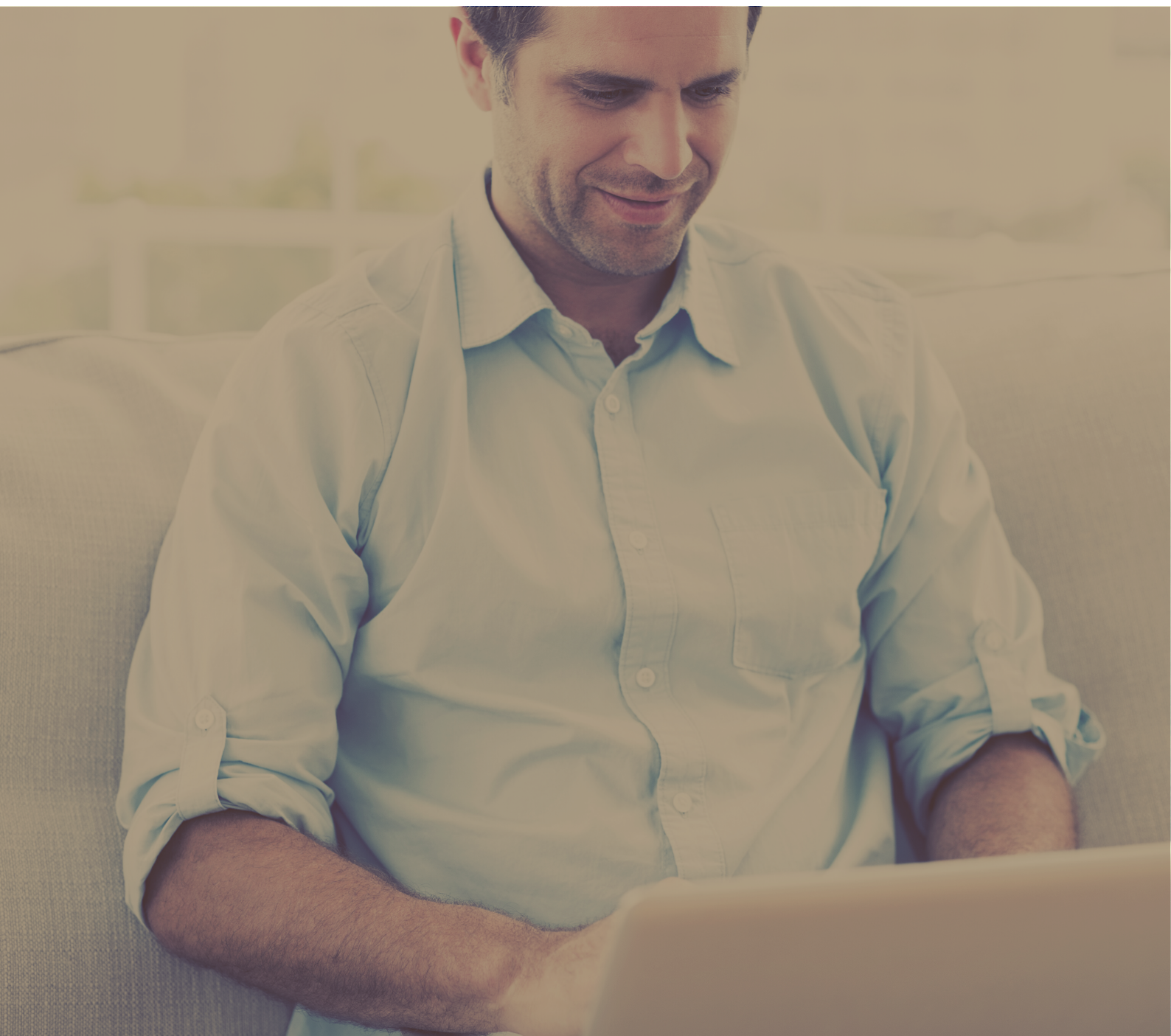
Conclusion

Using PLR is a no-brainer when it comes to developing a comprehensive content marketing solution for your business. It's also a great way to develop products to sell, since you can also resell any PLR you buy as if it's your own product. In fact, you can run your entire business with PLR; from product creation, to product promotion, to product training. It really is that simple.

To get started, you'll want to go through the Workbook, so that you can organize all the information you need to set up your content marketing plan with PLR. Once you know how you're going to use each piece of content you purchase, you'll notice that your business explodes.

You'll get more traffic, collect more email list members, and build your community in a way that feels good. You'll have much more time to use your expertise to directly help your audience once you realize the power of using private label rights content in your business.

Take the following steps to get started:

- Inventory your current content
- Set up your customer avatars through the buying journey
- Set up a content inventory spreadsheet
- List the products you currently sell
- List the lead magnets you now offer
- List the email series information you already send out
- Identify the content gaps you have per your funnel
- Repurpose your most popular PLR blog post into new formats
- Find the perfect PLR to use in your next email autoresponder series
- Design and create your next premium product
- Develop marketing materials for the premium product
- Develop affiliate training for the new premium product
- Repurpose a multipoint blog post into several videos
- Keep going!

You can do all this and more with the information you've learned in this eBook. The only thing left to do is to commit to getting started.

WORKBOOK
30 Days To Profit From PLR

Use this workbook to help you organize your content ideas, so you can plan your content marketing funnel before you start shopping for the right PLR for your needs.

Audience Persona/Avatar Creation Worksheet

Fill in the information to create your own audience personas. Create one for each phase of their buyer's journey.

PLACE IN BUYER JOURNEY:

NAME:

AGE:

GENDER:

STYLE:

APPEARANCE:

MARITAL STATUS:

LOCATION:

PERSONAL QUOTE:

OCCUPATION:

JOB TITLE:

ANNUAL INCOME:

EDUCATION:

OTHER:

GOALS:

VALUES:

SOURCES OF INFORMATION:

BOOKS:

MAGAZINES:

NEWSPAPERS:

BLOGS:

PODCASTS:

YOUTUBE CHANNELS:

SOCIAL MEDIA PLATFORMS:

FAVORITE GURU:

_____

OTHER:

_____

CHALLENGES:

_____

PAIN POINTS:

_____

PURCHASE ROLE:

_____

POTENTIAL OBJECTIONS:

_____

Audience Persona/Avatar Creation Worksheet

PUBLISH DATE:

_____

TITLE:

_____

IDEA SUMMARY:

_____

TARGET AUDIENCE:

_____

KEY POINTS OR TAKEAWAYS:

_____

CTA:

_____

CONTENT TYPE:

_____

SOCIAL CHANNEL:

_____

KEYWORDS:

_____

GRAPHICS:

_____

LINK:

_____

Content Goals Worksheet

Write down a list of goals you'd like to use your content to achieve in your business. Use this list as planning for your calls to action.

CONTENT SUBJECT:

_____

CONTENT KEYWORDS:

_____

CONTENT TITLE:

_____

PURPOSE:

_____

BUYER'S JOURNEY:

_____

CTA:

_____

LINK:

_____

ADDITIONAL NOTES:

_____

_____

_____

_____

_____

_____

Content Marketing Funnel Ideas

PLACE IN THE FUNNEL	CONTENT-TYPE
AWARENESS	blogs, SEO, ebooks, whitepapers, online ads, videos, email series, and social media
INTEREST	case studies, whitepapers, videos, autoresponder series, ecourses, newsletters, webinars, podcasts, and videos
CONSIDERATION	email series, case studies, free trials, product information, demos, and comparisons
PURCHASE	transactional emails, product training, and future problem
LOYALTY	value bonus material, behind-the-scenes information, apps, software, polls, contests, cross-promote social platforms, webinars, videos, and product recommendations

Use this as your guide to organize the content in your own funnel.

Competitor Research

Using the marketing funnel as your guide, what content do you already have for each area of the funnel?

What content is on the blog?

What content is in email?

What content do they push out on social media platforms?

What lead magnets do they have?

Can you figure out the content source?

Content Inventory

Use this guide to research your competition to find out what types of content they are using to help their customers.

AWARENESS:

CONSIDERATION:

PURCHASE:

LOYALTY:

You can set up a spreadsheet to list all the content you have for each of these areas to help you identify the gaps.

Where to Go From Here

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.

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 use.

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 and tons of functionality.

Plug In Mill – Lynette Chandler is the best plug in creator we know, and we LOVE her automatic upload plugins to use with PLR. (We love her DocX & Gulp uploads as well as her custom aMember plugins).

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

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 (One of our graphic designers).

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

AliBelle Creative - Lara and her team can help you with all of your branding, social media, graphic design, content, and copy needs. (They create some of our PLR content and graphics!)

Service Providers We Trust

Deposit Photos

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
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
Niche Starter Packs