

How Do You Use PLR to Slay Your Competition?

That was the question I asked my fellow Warrior Forum members – big buyers of PLR content from multiple providers. I thought that for those who haven't yet tried PLR, or even those who have but don't feel they use it to its fullest extent, this might provide fresh insight into how you can buy dirt cheap content and use it to help you make money online!

I'm going to list the responses I got – the username of the Warrior Forum member, their comment in bold – followed by my own commentary of what they said. Some may be things you already know but others could blow you away with a strategy you hadn't yet considered!

prats2992:

I use PLR in videos! I blast these videos onto YouTube and then backlink the videos. I get a LOT of traffic from videos and I owe it to PLR because I would not know what to include in my Videos!

Then I use them for creating an autoresponder series and then provide the same content which helps me build a list and get more subs. I also use PLR for submitting articles to article directories to build backlinks.

BUT

The main thing I use my PLR for is for backlinking and I backlink the ** out of my sites blasting AMR 24*7. I personally feel that Backlinking is the best thing you can do with PLR but you may agree or disagree.**

I use Article marketing ONLY for some of my sites and I cannot do it without PLR!

So - PLR is one of my MAIN requirements and I simply cannot do without it!

This Warrior Forum member has a great tip here. Many of you are scared to get on camera, and using PLR to create screen shot videos is a wonderful way to get that YouTube traffic without having to show yourself.

Here's how I would do it (and I'll show you how via video, too):

Go to Google and type in "free PowerPoint themes." Find and download a theme that you like. Take a pack of PLR and make one video per article. You can post

bullet points on the pages, but the viewer will hear your voice fleshing out the ideas as you read the sentences in the article.

You need to talk slowly so that you don't stumble or mess up. Check out the series I made for this exact strategy paired with PLR here:

[Cheap Campaign Series Volume 1](#) – Picking the PowerPoint theme
[Cheap Campaign Series Volume 2](#) – Finding a product to promote
[Cheap Campaign Series Volume 3](#) – Finding PLR to use in the video
[Cheap Campaign Series Volume 4](#) – Plugging the PLR into the PPT slides
[Cheap Campaign Series Volume 5](#) – Turning the slides into Video on YouTube
[Final Product Creation](#) – See how this PLR article turned into a video!

Cofresi:

Even though PLR has the potential to be detrimental if you simply copy and paste the PLR content to a site or article, I have found it to be very useful when preparing my own products.

You see PLR is not to be seen as easy content. It is to be use as part of your arsenal. An arsenal which if treated the same way as any other superpower, and you will be if you use it right, requires that you know how to use it.

In my instance, The PLR I acquire is to be reviewed by me first, improved and most times re-written whether by spinning then manually checking the syntax.

After which I proof read then correct my syntax and proceed to publish. (no, not the same way as this post has been).

When I check my finished product with copyscape, it might have some type of duplicate content, but not all of it, and that is great for me.

I disagree that PLR is detrimental in any way when copied and pasted. Only if you put it twice on your OWN domain. And that's from the horse's mouth (Google). [Read it here if you like.](#)

If you just want the short version, Google states, "Let's put this to bed once and for all, folks: There's no such thing as a "duplicate content penalty."

If Google detects duplicate content, then they look at many parameters to figure out which site is the best one to show for that particular content. It's not a penalty, but a choice for variety – so hopefully your page will have other factors like backlinks, etc., that make Google choose you!

This Warrior Forum member talks about spinning – and this is another popular way people have success using PLR and avoiding any duplicate content fears. I'm glad they mention proofreading, too – that's important when spinning an article.

John Taylor:

I could go on for hours and hours, there are so many different ways that we can use private label rights.

So, let me share just one of my little "secrets". ;-)

First of all I find a good quality short report or e-book that is relevant to my niche market. I then review the original word document, reformat it to match the look and feel of my own products and I embed it with coded affiliate links that can be rebranded using viral PDF.

I then convert the document to PDF create the branding tool and package it all together in a zip file.

Finally, I upload it to my website and send out an e-mail to all my affiliates explaining how they can rebrand of the report with their affiliate link and send it to their subscribers.

In my opinion the less work your affiliate need to do the more likely they are to promote your products. Private label rights offer a great opportunity to go one step further for your affiliates that many of your competitors are likely to do.

Wow! John hit one out of the ballpark with this tip! I LOVE catering to my affiliates and being catered to AS an affiliate. He's using PLR two-fold – to make money with his links inside and by allowing affiliates to promote for him, too.

I have lots of niche reports and eBooks on the [PLR Mini Mart](#) so you might one in your niche that you could do the same thing with.

SandyDuPlessis:

I must admit that in the early days I really struggled with PLR. For some obscure reason I could not manage to spin or rewrite them so that the articles looked good. I eventually realized that the problem lay with the fact that I was looking at the entire article instead of its parts.

So...

Whether I am slaying my competitors or not, my current "system" works for me.

Having purchased a relevant pack of PLR (by this time, I already have the keywords I want to use). I then do a quick rewrite by simply rewriting each sentence in my own words. Sometimes I either drop a sentence or perhaps add one in.

Once I have rewritten the pack, I go back to the beginning again read them over and make a few changes if necessary to improve "readability" and add in my keywords if I haven't already done so.

(I often forget all about the keywords when I am writing).

My next step is to team up with my favorite SEO plug-in, which is forever making me change things and is never happy with my keywords. Once the plug-in is satisfied, then so am I.

In this way, I do not have to spend hours researching a topic, and I still land up with an article that is original.

On occasion, I even go so far as to copy what I have written and then delete my post before submission, so that I can submit it elsewhere, such as an article directory. I do of course double-check with CopyScape to ensure that I have not slipped up and inadvertently plagiarized anybody.

She has a great point about time. Research comes hard for so many people. You can use PLR as nothing more than readymade research if you're a stickler for writing things yourself!

cyberws:

It's true that we need to rewrite PLR a bit if we're going to post it on our blogs and sites. But there are multiple uses for PLR that require no editing.

1.) PLR is incredibly valuable for providing structure and research for unique articles. A good PLR writer has already provided the information that we include in the article, thus sparing us the necessity to doing our own research, which can be quite timely. In addition, we can follow along and use their structure - for example, "There are three reasons for (whatever)." All we need to do is rewrite the original wording. A tip: if there are several reasons, I like to re-arrange the order a bit to make it more unique.

2.) We can use a PLR article "as is" for making a video. We can either put the words on the screen or find appropriate pictures to illustrate whatever point we're making. The second choice is more interesting to our audience.

3.) We can strip the video portion of the article we just used and create a podcast.

4.) We can use that same article + the pictures used in the video to create a slideshow.

5.) We can compile several un-edited PLR articles into a topical PDF and:

- Offer it on our blog/site as a freebie to get contact information
- Submit that PDF to sites that download free ebooks
- Offer it to our affiliates as a handout
- If we spend more time, we can create a report or eBook that we can sell
- We can post it on doc sharing sites

6.) We can spin a PLR article for multiple backlinks.

7.) Using several PLR articles on the same topic, we can create an autoresponder series that includes some links to profitable products.

8.) If you are in the BtoB market, offering reports or autoresponders can induce businesses to sign up for your services.

This Warrior introduced a new concept to PLR that hadn't been discussed previously – podcasting! You don't have to edit. You don't have to be on camera. You just click record and read!

Many people like to learn by listening as they ride to work, exercise, or even work on other things (multi-tasking!) so you could take the time to create podcasts out of the PLR you buy and smoke your competition because most of them will simply copy and paste the words into a blog!

razztek:

I have different uses for PLR, and when I buy it I usually have a certain purpose in mind. Here are some of my more recent uses, although I have other reasons that I buy PLR:

1.) Buy relevant PLR for bonuses to a product that you created or that you are promoting. Everyone is into review sites, and a lot of times it's the best bonus package that wins. If you find GOOD PLR, you can probably just change the title of the report and offer that as a bonus. If you get the PLR

off a more popular website, you'll have to tweak it more, but you can still make it somewhat unique and make it a valuable bonus.

2.) I take a good PLR report and break it up into articles. Then I do a quick rewrite of those articles. Honestly, the rewriting takes no time at all. Once I have rewritten them, I set them to post to my site over a period of days or weeks. Once the article has gone live, I use it to submit to EZA and other directories.

3.) Working off of #2, once I get a PLR report down to articles, then whether or not I rewrite it (better if you do, sometimes I get lazy). I take the best parts and put into Powerpoint or the OpenOffice alternative and create a short video to upload to multiple video sites. Then I take the articles and upload to doc sharing sites. If I feel energetic enough, I'll create an .exe file from them and upload to software directories.

4.) Buy several pieces of PLR in the same niche - a report, articles, etc. - and then combine them into a larger report. Many times you can get article packs for dirt cheap, then organize them into a logical order, then just create a big report out of those. No real need to rewrite, but obviously better if you do!

I use PLR for other things, too, but hopefully someone can get an idea or two from this.

Man Rob went nuts with some great ideas! He's so right about the "Best bonus wins" concept. Even smaller promotions often have bonus wars, so a simple PLR product can help you make the sale over your competing affiliates.

And I like that he talks about breaking reports up into articles. And compiling articles into reports. So many people don't do this! I know I allow people to take the eBooks and reports I sell on the PLR Mini Mart and break them up – and compile things, too! And buy from multiple sources and have an even more unique offering!

I never even KNOW about the EXE software option! How cool! Great idea.

Darren C:

I like to use PLR in one of my back linking strategies, I do keyword research on the word or word phrases I wish to rank from. Then I will have it change up, usually by having at least 3 variations of each sentence or paragraph rewritten, "normally outsourced." Then I will have these new articles spun to then be distributed through a couple of article traffic systems to build links back to site pages, articles on directories and videos.

I use some of the articles and use them on web 2.0 property sites or for guest blogging in that niche to create more links back to pages on my site. I also like to take out the main points of the article and put it into a video and upload to YouTube and other video sharing sites. If the plr is good quality, I will use it as an ebook to sell or give away as a bonus.

I hope by now you're seeing how many of the PLR slayers out there are using video! Did you know Camtasia has a freeware version you can use? It's called CamStudio. [Download it free here.](#)

Dustin_M:

My favorite way to use PLR can be summed up in just a few words: The Amazon Kindle.

Unlike most lazy marketers (the kind I like to compete against), however, you can make your eBooks stand out with just a little bit of extra work. Instead of simply copying 10 - 15 articles into an eBook (from one author), I browse a few PLR sites for content that is well written around a common theme. I for example, really like a handful of PLR sellers (i.e. Tiffany, Ruth, Peggy, etc).

Once I have found 15 to 20 articles from two or three sellers, I read through the articles to make sure they all have the same voice. If they sound good, I grab a picture from a stock photo site, and publish the book. Not only do I generally recoup my investment within a few days, I have also set up a really nice passive income stream going forward.

Excellent strategy!! Kindle downloads are so popular. You can price the books cheap and really recoup your investment because the PLR content is also cheap. For stock photos, I like to use iStockPhoto – and always buy the smallest version – they're actually really large!

Ruth P:

To begin with, I only used PLR to fill up my blogs with content. The idea was, the faster I could get a lot of content on there, the faster the search engines would rank me for lots of long tail keywords.

And, believe me, I am a fast writer to begin with, and I have no problem creating my own content from scratch either, but with PLR I think I was able to produce a lot more content than I would have normally, even though I do take the time to rewrite it.

But since the early days I've come to realize that PLR can be used in a whole range of different ways, and I've even started to find creative ways to repurpose one set of PLR again and again. I will now cut up PLR articles, pick and choose which bits to include in opt-in reports, use other parts for email autoresponder messages, and more again for the blog posts.

So how do I use PLR content to help me slay the competition? It helps me to create content a lot faster, where I would have sat spinning my wheels. It also gives me an instant freebie to start building my lists, without which I might not start building a list at all.

Ruth (a fellow PLR provider) makes a good point about list building. We always hear people gripe about not having a list. All you have to do is sign up at Aweber and buy a cheap PLR report and your squeeze page has a freebie to convince people to sign up!

And you can even split test squeeze pages. Perhaps one niche PLR report gets more sign ups than another.

TPFLegionaire:

The first thing I do when planning to use PLR is to check it in copyscape, You would be surprised at the amount of times I have found no instance of it being used, conversely I also do my best to use it first.

Then comes the rewriting, I use the best spinner to help me in that task. There are many ways to spin but the bottom line is that, at least for me, it is easier for me to rewrite than to write.

The other way I am finding PLR to be hugely powerful, is in translations, as you can be pretty much guaranteed a 100% unique article. I now always make sure to request translation rights to the PLR I buy (at least in French). The abundance of English PLR will make developing my French business interest a lot easier and cheaper than starting from scratch. I also don't have to worry about Copyrights in doing so.

I've done that! Sometimes I'll take a pack and it's not anywhere online. And that doesn't mean no one else has bought it – it could mean they're using it somewhere that Google isn't scanning it (like a download or email).

And this Warrior was on target about translations! Some of you who know me well know that one of my biggest money making Squidoo lenses once was on a snail Halloween costume that I pasted into Google's free translation tool and turned into a Spanish lens!

Very unique PLR tip!

immick:

I use PLR to get ideas for my main blog series post and autoresponder series. It helps get started during those "writer's block" moments. I only post them to my main blogs after I do a complete, and I mean a complete rewrite because I want that content to be as unique as possible. I find that PLR reports work best for this kind of rewrites. It is easier to be sure that the content I want is truly written around a common theme.

I then take excerpts from this theme to create videos that can be uploaded to the main video sites. Of course, it helps to backlink to the published videos which in turn creates more tier backlinks to my main site.

These same excerpts can also be used to make quick post on related forums, generating more quality backlinks.

I use PLR articles for my next link building strategy. Using PLR in its original article form, I use The Best Spinner to create spun content to post on my Web 2.0 sites to create second and third tier backlinks.

Oh for you writer's block sufferers, PLR can be a blessing! Here's a video tutorial I made on [How to Edit a PLR Article](#).

And here's someone who is the first to mention forum posting for your PLR! You can come across as an authority figure. Turn the PLR into a real post – don't paste an entire article there. And your signature file can point back to your site.

Link Money:

PLR Fills the voids in my word output.

I take all or parts of PLR articles and use them as fillers in my normal posts. I operate over 100 sites and there are just not enough hours in the day to do them all justice. It is always easy to find some articles that are close enough to what you are writing about that you can just pick a few paragraphs and flesh out an otherwise thin article.

However my very favorite way to use PLR is by using PLR ebooks to build a list, and to give an existing list some unexpected bonuses. We do not always have to sell, sell, sell. Sometimes it is just a cool way to cement a relationship with your list by sending them a free gift that they did not expect.

When I use PLR ebooks I always make a new cover using fiverr contractors and usually write a forward to the ebook to brand it to my site or offer and I always get visits from the ebook pdf. Double whammy.

This is what I use PLR a lot for – just as a jumpstart for my own thoughts. And this Warrior has a great point about giving to your list. They won't care if it's a PLR eBook if it's GOOD and helpful and relevant to them! And unexpected gifts are the best kind, too.

This person also has a great tip about using fiverr people for an eBook graphic – GREAT idea!

Kecia08:

I use PLR as a basis for content on many of my niche sites. I try to only use quality PLR that I know someone has spent time to create rather than the rashed articles that are already plastered all over the Internet. It just helps me write content much faster. I use it as a springboard, not just something to rewrite and slap on my site. I will usually produce one unique article from 2-3 PLR articles by combining ideas.

I am just now getting to the idea of creating reports from PLR. After getting your IM Writing Tips on gathering and structuring ideas, I finally feel confident to put together opt-in reports to build lists in the niches I am in. I'm also currently editing and rewriting a PLR ebook to sell as my own, and plan to do more of this in the future.

The biggest reason that I use PLR is simply to cut down on the time spent creating products and content. It fuels my writing with ideas I may have not come up with myself. Without quality PLR, I'm sure I'd be suffering from writer's blocking more often!!

Ricky Allen

All of my many ebooks have been written exclusively by me or by me and my JV partners BUT.....

I also use PLR.

What I do is use it to give added value to the products I am selling.

I go for articles or content that is in the same field as my product.

I then think of a great title for what will be the, or one of the, bonus products.

I have a new cover created for the product, which will include the new title of course.

I create the bonus product and always add additional information of my own to it.

This is where the intensive research work I carry out, or have carried out on my behalf so that even for the parts of the bonus information I have not written myself I know exactly what it all refers to.

Also I try to use PLR that has a limited number of sales as well so there is not a glut of the same information going around.

When people worry so much about duplicate content by the way that will only be a problem if everyone is able to sell it of course.

Plus as I am using PLR for a bonus product my main product is of course totally original.

Added value to existing info product creations is a wonderful example of how something that costs a little bit can go very far in creating good will with your customers.

ThrillerAuthor

Oh, PLR what would I do,
You fill my days with subject matter,
PLR, I cannot live without you,
You make my text so much fatter.
With you I can market my articles
For backlinks and visitors galore.
Quickly mixing and matching you up,
Switching and swapping into particles.
Always giving me more and more,
PLR, you surely overfloweth my cup.

PLR, with you I create beautiful books.
Books filled with facts and tips
Suited for animal lovers and cooks,
All made from various PLR clips.
Online videos I do make too,
As well as ebooks that go viral
Free reports to give away
As product bonuses, that I do.
PLR, you return just like a spiral
PLR, you are surely here to stay!

**Oh, PLR what would I do,
You fill my blog posts with substance,
PLR, I cannot live without you,
PLR, I have loved you ever since.**

Ha! This was a cute entry but let me pick out the important points for you. Use your PLR for backlinks. The author talks about mixing and matching the up. You could find PLR from the [PLR Mini Mart](#) and then go to another competitor and smash those two packs together to create something new!

This author also mentions video, viral creations, product bonuses, and blog filler. Most people just buy a PLR pack and use it ONE way. The key point this author makes is that you should exhaust your options with the PLR you purchase and then go buy some more!

Gujju Boy

I use plr for many purposes. New PLR articles are great for my niche site. I generally spin them manually and post multiple versions on my website and on other article directories. Few days back, I was able to create 100 different versions of 1 plr article and now will be using them on my new website. I do buy different type of PLR articles from different content provider and have joined a new Health PLR site for more health related articles. PLR articles are great for valuable instant content and niche ideas. PLR Ebooks are ever better. Many times Graphics and ebook cover are also included which adds more value. I can get a whole product ready and usually use that Ebook to make people subscribe to my list. Overall, it helps me to cut down my time and speed up my overall marketing process.

I am using PLR articles for my new website which I want to rank for very competitive keywords.

It's amazing what some of the better article spinners can do when you make the extra effort to manually enter the syntax and proof the results. I have used Magic Article Spinner but as a fast writer, I find it easier to write from scratch.

skyla

I mainly use PLR to help spark ideas for my content for my blogs. I recently used some of your PLR articles and combined them together into a report and will use this as a freebie for when someone opts into my list.

I then took one article so far, have more to do and created a video using PowerPoint with a voice over. You can find plenty of free templates that make your videos look great quickly. I will then use the articles as a basis

to create new articles which I can then submit to directories. The original PLR will be slightly modified and posted to my website.

I have only recently started using PLR myself this way and have found it to be an easy way to get your blogs filled with content. I love to schedule my posts for a week or two and then I have a set it and forget it site. I mark the date on my calendar so I know when I need to get some more content ready. Helps to keep me organized that way.

My goal is to try and reuse the same PLR over and over in different ways and post to many different sites as a way to get backlinks as well.

I love the way this Warrior uses PLR to advance schedule the fodder of her blogs! Sometimes, especially when we have many niche sites to contend with, we get bogged down in other tasks and before you know it, it's been a month since you posted anything new! PLR is a quick, cheap fix for that!

Oggyoi

I don't but am willing to be converted!

I have never used PLR as yet, but hopefully one of your pieces for free will inspire me to start to use it.

I'd say I would use the PLR as a base to work from; run it through Copyscape and then to do my own re-write up. I'd also then spin the article and proceed to get it out into the Internet, submitting it to EZA and other directories.

I am hopeful that these articles would give positive results on both my main sites and my Web 2 pages. PLR would be a great way to get more backlinks, I'd guess depending on just how good the articles were.

Like with most services / products, I'd only go to suppliers of PLR who have a great reputation for quality products.

I went ahead and added this person's input in because many of you are where he or she is now – contemplating using PLR, but not quite sure. They have a good basic understanding of how PLR works but haven't taken the time to see if it can really pay off.

And they make a great point of emphasizing quality – why buy crap PLR? You might as well close your eyes and randomly hit buttons on your keyboard – it would work about the same.

StephenDavies

The main way that I use PLR to slay my competition is by using it to regularly update my web sites to keep them fresh in the eyes of Google.

While my competitors are struggling to find the time to research and write new content I have the edge on them.

This is because the biggest time suck in writing brand new content isn't so much the writing, it's the researching. That's the brilliant thing about PLR, the research has already been done for you.

I tend to rewrite all of my PLR, but I don't mind that at all. It's a lot easier to rewrite an article than conduct the initial research for it.

Using PLR I can update my web sites often. I can also build out sites to make them much bigger much sooner that if I was to create every article from scratch.

PLR is such a time saver I can't think why anyone would NOT use it!

Stephen's correct in knowing that Google loves fresh sites. And once again, someone touts the value of using PLR as a springboard. He's creating authority sites using PLR while others wind up scraping smaller ignored sites because of a lack of time to invest in research and writing!

twinpeaks

First things first, I am a lazy writer. My time is for learning and promoting PLR contents. I do keyword research for a particular PLR and get a relevant URL domain, post some contents of PLR first, then post PLR content regularly to attract Search Engines automatically. Search Engines will come into my site automatically with all my new and refresh PLR contents.

I don't even have to promote my site through tedious jobs like social bookmarking, articles submission and blah blah blah. Ironically, my website still becomes one of the famous sites, thanks to PLR contents. The benefits of PLR are huge and uncounted, especially very time consuming to every Internet Marketer. Time is your most valuable weapon that greatly helped you blow the competitors out of the water.

Hey I'm a good writer, but also lazy! Time is indeed a precious commodity as an Internet Marketer – we all have better things to do than the grunt work of writing, which is why ghostwriting and PLR are such booming businesses!

hikmah10

**I love PLR,
I can't live without PLR
I used PLR to submit in my article directory, add more sentence, add my anchor text, spin and submit them
I used PLR to submit in my blog network, give them personal touch, add anchor text, spin and submit them
I used PLR to my web20, make them usefull to became attract traffic to my clien website
I used PLR to make ebook, and submit it in all ebook directory
I used PLR to make my video, and submit it in all video directory
hmm.. actually...
I'm running local seo business and all of my backlink submit were depent on PLR , never pay for writers again.. , and all my PLR I got without pay anything
now, I'm trying to used PLR to build my adsense sites, my amazon sites, clickbank sites, and PLR product, hope its works like i did to my seo business**

PLR is great for people who struggle with writing. For instance, many online marketers want to target an English speaking audience, but have trouble with the language. So PLR works well for them. And they can be used for all sorts of sites – blogs, Amazon and AdSense, and more!

CC

I use PLR to get traffic associated with my niches by posting it on document sharing sites, and convert it to a PDF to post on Ebook sites. Plus getting really good PLR helps me keep up with having fresh content on my sites.

Sometimes I use the PLR as is, but mostly I rewrite it in my own words and add to the value and content of the original. I make a video and if that's not possible, then a PowerPoint presentation works just as well.

I also use it to generate a list, after I have given it my touch. I don't hand it out all at once, but use it to create "mini newsletters" for my subscribers. Every now and then I will put it all together as a report and send it off as a freebie to my list.

Sometimes I also use PLR to learn about things too. I have gotten quite a few little gems out of buying a PLR package as opposed to WSO's. And you have the added bonus of a product to sell.

Several people have mentioned document sharing sites. Make sure you aren't using the Word or TXT version when you do this – convert it to PDF first and include your links in there so you can make some sales!

This person is the first to mention mini newsletters – what a GREAT idea! Take some time and create bimonthly or monthly newsletter from compilations.

And they're the first to mention using PLR for YOURSELF! Some of my best eBook creations on are on my [PLR Mini Mart](#). I have also had PLR buyers tell me they bought certain eBooks like one on Depression if they felt sad, etc. There's no end to how PLR can be used with you as the recipient of the good information!

ThousandDollarDays

There are two things that I make certain to do when using PLR:

- * make it relevant to my micro-niche**
- * make it relevant to my personal site**

To make it relevant to my micro-niche, I make sure to research relevant keywords and shuffle them into the plr. For example, a PLR article on banking fees becomes an article on "how to save money for your family vacation". Hard to see the relevance at first glance, but a family looking to save money can do so by minimizing bank fees, so the entire PLR article can be slanted towards my micro-niche by just thinking aloud for a little bit.

To make it relevant to my personal site, I make sure it fits in with my "voice". We all know what happens when we try to stick PLR content that was written by a non-native speaker directly onto our blogs - it sticks out and doesn't blend with the rest of your site. So if you are going to use PLR on your own site, make sure to inject some of your own experiences and observations into the content you want to use. A PLR article on barbeque grills would look too cold and commercial just lightly reworked and thrown onto your site. But simply describing the memories of your past July 4th grilling burgers will stamp the article with your own personality and sit perfect in your site.

I love the way this Warrior instructs you about shuffling new keywords into the PLR content. You can swap stuff out and go for a phrase other users aren't! This person gives an awesome example of developing a unique slant, too!

Totally agree with the injection of personality too. This is what I do if and when I use PLR content. Make it your own. Great examples!

mrdomains

What to do with PLR material? It all depends on the quality and freshness of it. Poor, rehashed PLR is not much good at all. The difference between good and bad PLR is huge. Good PLR is a great time saver and can be a real source of inspiration. It is often better researched and more fluently written than many custom articles I order from writers.

Once I find a good source I use the PLR material as a blueprint for content and products. Anyone wondering how to create your own product in a day or so.. there you have the answer. Why invent the wheel? Someone else has willingly done the research and is offering it at a reasonable price with a license to use it as your own.

I use PLR for backlinks but often also for products. Whenever I want to enter a new niche I always start by picking up some good material. PLR is a double whammy because I get to learn something new, and I can use it to make money.

I often find it easier to write a new report based on a dozen PLR articles about the same topic instead of just rewriting an existing 12 page PLR report. Why? Because it is so easy to fall into the same flow and voice as the existing report... I'll take the research but like to give it my own touch. Hope that makes sense.

Another Warrior touting the benefits of using PLR as a learning tool for yourself. And this person is right – good versus bad PLR is a major success or failure factor in using it.

Istoops

I love to use PLR to build my lists in niche markets such as weddings, cooking, etc. All I do is create a squeeze page, load up my PLR and start promoting my squeeze page! My freebie is my e-series or e-course that is completely PLR. Or I use mash up different pieces to PLR to create a ebook to give away. I just add my affiliate links or a link to my product depending on the niche.

I get enough PLR to load my autoresponder for at least a year! If you use the right keywords you can rank your squeeze page on page one of Google and if your offer is good enough you will get subscribers. Talk about hands off! It is a GREAT way to build a list without having to do much work at all!

If you want to get really serious you can then send them to an offer such as an ebook or video course that is completely PLR too. Then you can separate your buyers from your nonbuyers. Fun stuff!

Autoresponder series that last a year are great! At the [PLR Mini Mart](#), I specifically started creating these packs that had 52 articles (enough to email your customer once a week for an entire year) PLUS a 5 page report that can get the person to opt into your list initially!

These are some of the most sought after PLR packs because as they say, “the gold is in the list,” so you have to start building it – but then continue being in front of your audience!

I hope you’ve enjoyed getting some varied insight on how to use PLR to beat your competition. The main things I loved in the responses were:

- Exhaust the PLR in multiple ways – NOT just one method.
- Use multi media formats – text, video, and audio.
- Use PLR to capture an audience, cater to them, and convert them.

Go here and share your strategy and insight:

<http://www.tiffanydow.com/blog/share-your-secret-plr-strategy>

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