

# Fire Up Your Blog with PLR Content: 6 Attractive Benefits & 12 Creative Ideas to Get You Started

If you're already a blogger, you can appreciate that it takes a decent amount of work to keep your blog active with a bunch of fresh ideas and content. But it *is* doable and that's where PLR (Private Label Rights) content come in and give you a hand.

## What is PLR Content?

If you're not familiar with the term, PLR stands for "Private Label Rights" and it's essentially content that you are free to use, edit modify and brand with your website name.

It is ghostwritten content, so you don't have to accredit the writing to a particular offer – giving you the full opportunity to use this content for your blog. And best of all, it's an inexpensive way to get plenty of fresh content for your blog.

You can find PLR on a variety of topics [right here](#).

**IMPORTANT SIDE NOTE:** Before we get started, if are **NOT yet blogging** or you're looking for ways to **step up your blogging for profit** – be sure to grab a copy of John Yeo's [Bloggers Paycheck](#). This course will take you step-by-step through the set up of your blog, generating traffic, making money & more!

Now let's get back to the benefits and uses of PLR on your blog...

## 6 Attractive Benefits of Blogging with PLR

Having ready-made PLR content to help you in your blogging efforts has quite a few attractive benefits. Here are just a few:

- ❑ If you don't have time to write all your content, PLR solves that problem for you.
- ❑ If you don't like to write, PLR saves you the effort.
- ❑ If you don't fancy yourself a good writer, quality PLR is written by professional writers.
- ❑ PLR provides you with plenty of ready-to-go ideas...no need for brainstorming topics.
- ❑ PLR sellers have already done the research – you don't need to do it.



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- ❑ PLR can help you increase your traffic – By having regular, fresh content on your blog you encourage repeat visitors, word-of-mouth and more.

## How to Use PLR Content with Your Blogging

How you use your PLR content is completely up to you, but to get the creative ideas going, here are some tried and true ideas for using PLR in conjunction with your blogging efforts.

1. Simply post the PLR articles on your blog for extra regular content.
2. **Schedule** a bunch of articles to publish on your blog at regular intervals, so you have a continuous stream of fresh content.
3. If you have a separate articles section on your website, publish the PLR content there. That's fodder for an easy new blog post. Simply make a new post with your commentary and opinions on the article and link to it.
4. Email your mailing list with an excerpt from a PLR article and invite them to your blog to read the whole article.
5. Use PLR content to display ads on your blog. Whether it's content-targeted ads like Google AdSense or other types of advertising, PLR content gives you plenty of opportunities to show your ads.
6. Include affiliate links. Add links to products that are relevant to the content being discussed.
7. Bundle some articles into a special report that your visitors can simply download. Create a new blog post to tell your readers about it – your readers will appreciate the new gift.
8. You can also bundle articles into a report that you can offer as an “ethical bribe” for completing the mailing list opt-in form on your blog. When they subscribe for your list, they get to download the report.
9. Got an audio blog? Put the PLR content into an audio recording and stream it or allow your readers to download the mp3.
10. Many PLR sellers offer product reviews with PLR rights. Post the product reviews and allow comments to generate a valuable discussion about the product.
11. Don't feel comfortable posting PLR content as your own? Create a “ghost guest blogger” profile on your blog and post that content through a pen name on your blog.
12. Add a new income stream to your blogging by creating an information product. You can bundle up a series of related articles into an ebook and even record the content to include an audio component to your product as well.



## Go The Extra Mile: Making PLR Content More Appealing to Your Readers

Your blog is unique and so are your readers. Publishing quality PLR articles to your blog or using the other creative ideas above can certainly appeal to your audience – but if you want to take it a step further, there are things you can do to make the PLR you publish more appealing to your audience.

- ❑ Add examples. Make the PLR content your own by adding examples unique to your niche or your own experience. For example, if you're publishing an article on how to quit smoking, add your own story and experiences to create a more interesting piece.
- ❑ Link to other info. If you have resources where the reader can get more information or to solve a problem, tell them about it.
- ❑ Add your own perspective. You don't have to agree with everything in a PLR content – add your own editorial commentary and perspectives.

## What Next? Get Some PLR...



If you're in the market for some ready-to-publish content to help you save time and money on hiring a ghostwriter – check out the PLR offerings at [All Private Label Content](#). You can buy article bundles or sign up for topic-specific memberships so you can receive fresh content month-after month.

[Click here to learn more.](#)

## ...& Step Up Your Blogging...

If you've hesitated starting to blog because it seemed like too much work or you weren't sure about the technical aspects – there are NO more excuses. John Yeo takes you through all the steps up setting up and running your profitable blog in his [Bloggers Paycheck](#) online self-study course.

[Click here to get the course.](#)



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