



## PLR Content Quick-Reference Sheet

Use this quick-reference sheet to create **more leads, more happy customers** and make your content creation much **easier** and **cost-effective** with private label content. Print it out and keep it by computer at all times to help you continue to generate winning ideas for your PLR Content.

If you need PLR content, drop by [All Private Label Content](#) and get all the content you need...and none of the content you don't need!

### What to Do with Your PLR Content

**Note:** Always check the terms of use for your private label content – some usage rights vary.

1. **Search Engine Food:** Place the articles on your website and modify them slightly to target your chosen keyword phrase.
2. **Ezine Content:** If you publish a full-blown ezine, complete with articles, here's an easy way to add content. Just pop in the articles and you're ready to go.
3. **Personal Newsletter Content:** Use the content ideas as a basis of communicating directly with your newsletter subscribers. Just because the content is formatted as an article, doesn't mean you can't take those ideas and make them your own by adding your own comments, opinions, etc.
4. **Load Your Autoresponder:** If you haven't updated your pre-sequenced autoresponder in a while, load your autoresponder with fresh PLR content so you stay on your prospect's mind.
5. **Make an Ecourse:** Selling a product via an ecourse? Take the content and make a 5-7 day ecourse that informs and sells your product at the same time.
6. **Blog Content:** Just like with your email marketing, you can publish the articles as is or use the article as a basis for more personal communication with your readers.
7. **Promote Products:** Wherever you publish PLR, link to relevant products to buy. Promote your own products or use an affiliate link.
8. **Display Ads:** Whether you use AdSense, TextLink Ads, Auction ads, it doesn't matter. PLR content is perfect for displaying these and earning some extra cash.
9. **Promote Your Mailing List:** If someone likes the content in an article, they'll likely want to sign up your mailing list...so be sure to offer a free subscription.
10. **Build Your Mailing List by Giving Away a Report:** Put together a bundle of articles into a useful report. Give it away free to anyone who signs up for your mailing list.
11. **Use the Content as a Basis for an Information Product:** Use the articles to help create your own information product for sale. A lot of the writing and research is already done for you, making it a near no-brainer.
12. **Give Articles to Your Affiliates:** Modify the articles to strategically promote your product and give the articles to your affiliates to publish as is.
13. **Create Brandable Reports for Your Affiliates:** Affiliate loves giving out top-quality reports. Bundle those great articles into a report and allow your affiliates to distribute them with their affiliate link inside.
14. **Turn it Into Audio or Video:** Use the content as a basis for an audio recording or video. It could be freely available, a free subscription offer or even a product for sale.
15. **Turn PLR Recipes into Recipe Books:** Bundle recipes into the themed recipe book. Try making it an unannounced bonus for your customers or subscribers...they'll love it.
16. **Add Interactivity with PLR Product Reviews:** Many PLR memberships offer product reviews. Put them on your site with your affiliate link and allow your readers to submit their own reviews and ratings as well.
17. **Target General Articles to Your Audience:** If you have a PLR article on a generic topic like time management, you can easily do a bit of rewriting to really speak to your audience. Flesh out articles with examples your audience can relate to and add some practical tips they'll be sure to use.
18. **Make Pamphlets & Booklets for Offline Use:** Who says PLR is only for online promotion? Ask if you can leave the pamphlets/booklets at doctors offices, stores or wherever your target audience gathers.
19. **Turn PLR Content into a Bonus Product:** Add more value to your information product by creating a bonus out of PLR content.
20. **Print Out That Bonus & Include it with Your Shipped Products:** For example, if you sell a baby monitor that you ship to your customers, put together a printed booklet that shows parents how to help their baby sleep better. Your customers will appreciate the extra effort.