

# **Here to Help You Webinar**

**Thinking Outside The Box**  
**Ways to Profit With PLR**

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## What Is PLR?

PLR is an acronym for Private Label Rights. The Term was first used by Jimmy Brown back in the late 1990's

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## What Is PLR?

Private Label Rights basically are the rights to source documents of articles, videos, audios, HTML and graphics that allows you to re-use them and claim ownership of the new work you create from them.

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## What Is PLR?

Occasionally you'll see PLR to software but most of the time instead of PLR it's really either rebranding or whitelabel right

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## Before You Start Using PLR...

**#1: You must read and abide by the terms of the PLR license.** If in doubt, ask the person who created the PLR product to clarify the terms. Never assume you have rights that aren't explicitly laid out in your license.

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## Before You Start Using PLR...

**#2: Rewrite the PLR content. Always.** Sometimes you can get away with just doing a few tweaks, while at other times you may end up completely overhauling the content. Either way, you should always rewrite (because doing so will virtually eliminate your most direct competition).

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## Tools You Need...

- A Word Processor (such as MS Office or Open Office)
- A Powerpoint (or Slideshow) Creator
- A Spinner Program (for creating "spintax")
- An Audio Creator (can be outsourced)
- A Video Creator (can be outsourced)
- A Graphics Creator (can be outsourced)

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## 5 Steps to Reworking PLR

1. Change The Name (or Title)
2. Change (or Get New) Graphics
3. Rewrite The Content Adding Your Own Content (or Personality)
4. Rewrite The Sales Page (if Included)
5. Recreate The Optin Page (if Included)



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## Ways to Use & Profit With PLR...

1. Create “Tip of the Week” Email (or Blog Post)
2. Use the PLR Content to Create an Evergreen Newsletter
3. Turn the PLR Content Into Webinars or Teleseminars
4. Use PLR Content to Promote Offers On Your Blog

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## Ways to Use & Profit With PLR...

5. Bundle the PLR Content Into a “Package Sale”
6. Create an Autoresponder Membership Site
7. Rewrite and Relicense the Content
8. Write a Viral Report Using PLR Content

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## Ways to Use & Profit With PLR...

9. Use the Content as an Incentive to a sale
10. Build a Coaching Program or eClass
11. Create a FAQ Page
12. Use As Unannounced Bonuses

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## Ways to Use & Profit With PLR...

13. Convert the Content Into a Physical Product
14. Create Mini Courses With PLR
15. Create Video Courses
16. Create OTO or Upsell Offers

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## Ways to Use & Profit With PLR...

17. Use PLR Content to Create a Website to Flip
18. Create a Daily/Weekly/Bi-Weekly Podcast
19. Create Slideshow Videos For Affiliate Marketing
20. Create PDFs and Powerpoints For Doc Sharing

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## Ways to Use & Profit With PLR...

21. Create Blog Post Mini-Series of Posts
22. Create Lead Magnets (Giveaway Products)
23. Find Several Closely Related and Have A Firesale
24. Create Unique Products For JV Giveaways

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## Repurpose PLR...

Once You've Reworked The PLR Don't Just Use It Once  
Reuse It In As Many Ways As Possible Think Articles,  
Videos, Reports, Powerpoints, PDFs...

**...Squeeze Everything possible Out Of It.**

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## Repurpose PLR...

Sean Mize Documented How He Took One PLR Article  
And Repurposed It 6 Times & Got Over 3k Visitors To  
His Website From That One Repurposed Article