About the Author

Hi! My name is April Lemarr and I’m a Content Expert. I create engaging done for you content for other bloggers, small businesses and coaches.

I’ve built a business that focuses on helping others by creating done for you content. We’ve all heard the term content is king, but it can be challenging creating the content, posting on social media platforms, getting traffic, product creation and the everything that comes with owning your own business. There are so many hats that you need to wear.

But we know that quality content is what builds relationships and that is where I can help you. I strive to create content that will attract the tribe of people that love you.

My goal is to provide done for you content so that you can spend more time on your business doing what you love. The time I spend creating the content will be less time you have to. Instead, you can spend your time on quality one-on-one coaching, creating a signature program or blogging consistently.

By having ready made content to use you’ll be able to quickly and easily connect with your audience, turn readers into subscribers and build a thriving community while saving you time and offering you an affordable way to do it.

You can purchase done for you content on my site at Niche Starter Packs or find me on my blog at April Lemarr.
Intro & What PLR Is

My name is April Lemarr and I create private label rights (PLR) for bloggers, coaches and small businesses.

You might be thinking what in the world is PLR and that is okay – most people don’t know what it is.

But I’ll tell you...

It is YOUR secret weapon in business!

Have you ever heard the phrase, “Leverage other people’s money?” Well PLR is like that – except you’re leveraging other people’s writing, content, training courses, planners, journals and so much more.

You can’t use any person’s content that you want. That is plagiarism, but there are people who provide ready-made blog posts, eBooks, reports, emails, challenges, PowerPoint presentations, videos, planners, webinar training, complete training courses and so much more....

That you can customize, brand and use as your own.
You’d be surprised by how many people make this type of product for others to use in their business!

When you use **ready made content the sky is the limit** with your earning potential!

Not only can you earn more, but you’ll save a significant amount of time. You might be thinking – how?

Because the PLR Sellers will do it all for you.

That means you won’t have to worry about:
1. Coming up with ideas
2. Researching the topics
3. Doing the writing
4. Editing the content
5. Creating graphics
6. And multiple other steps that are required.

The **best thing about PLR is that you can skip a lot of the grunt work that is involved with designing and selling a product.**

By using ready made content it has NEVER been easier for anyone to find a product they want to start selling – customize it to fit their personality and the audience they help and then begin making sales.

In fact, you’ll be able to get a product set up with impressive speed and efficiency.

With some products you won’t have to worry about technical skills, programming, video editing or graphic skills because all of that is included in the bundle of ready to publish content that is being offered.
Here’s how private label rights works in a nutshell....

Essentially a private label rights product is a product that you have the full rights to use (depending on the terms – check out that section). That means it is yours to do with as you please and the only difference between a PLR product and one you make yourself is that it won’t be exclusive to only you.

It is pretty easy to start using PLR in your business. You find a product you want to sell, you pay just once to purchase the rights and then you sell it as your own.

You’ll be able to make changes, put your own name on it, and pick your own price...

**The best part is** you’ll be using someone else’s expertise and leveraging their time to get your products created.

Countless savvy entrepreneurs around the world are making an absolute killing by selling products that are designed by other people for a fraction of the cost to hire a freelancer writer or graphics person.
Some PLR products that you purchase you won’t even have to worry about editing your videos or putting together your own marketing material – because it is done for you!

While the done for you training and products are awesome – it isn’t the only PLR out there – in fact there are so many types you could run your entire business on pre-written content!

Here’s a short list of types and formats of PLR:

- Journals
- Planners
- Social Friendly Graphics
- Social Media Quote Graphics
- Social Media Blurbs
- Landing Pages
- Blog Posts
- Articles
- Reports
- EBooks
- Checklists
- Mindmaps
- eCovers
- Infographics
- Complete Training Courses
- Webinar Material
- And SO much more!
It’s time for you to put pre-written content to work for your business. When used well it can get a large number of prospects to become paying customers.

The key phrase there is “used well”. People buy and hoard PLR and pre-written content all the time - in the form of articles, blog posts, reports, webinars and so forth. Few people use it “well”.

And that makes all the difference. It makes all the difference between getting the order and not getting the order.
Today, I’m going to show you ways to use pre-written content in your business.

1. **11 Ways That You Can Use & Re-Purpose Private Label Content.** Using private label rights will save you tons of time and make money for you, but most people don’t know how to use or repurpose the content to make it work them them. I’ll give you 11 ways you can use the content and then I’ll give you ideas of how to actually do it.

2. **What PLR Is?** After I’ve showed you 11 Ways to Use Pre-Written Content – I’ll be going over what PLR, Master Resell Rights, Resell Rights and Private use is. You’ll need to understand what these are and how to read the terms before you can actually use the content that comes with them.

3. **My Personal Go-To List For High-Quality Sites That Offer Pre-Written Content.** You don’t want to use just any pre-written content for your site. There are sites out there that are really cheap, but you pay for it in the time it takes to edit. I’ve provided my go-to list for high-quality sellers.

Let me say this up front: this is a **POWERFUL** (and, ultimately, profitable) strategy that can be a real difference-maker in your business.

It is, without a doubt, one of **THE best ways** possible to get people to buy from you.

Ready? On your mark, get set, let’s go...
11 Ways to Use & Re-Purpose Private Label Rights

The best part of PLR is that you can also edit a PLR product to your heart’s content, so you’ll be able to make it better and fit your branding, your message, or altering it to add more value.

What this also means is that you’re free to re-use the content in other ways too.

11 Ways I’ll Go Over:

1. Create Blog Post
2. Gain Traffi with Video
3. Publish a Podcast
4. Combine and Make a Larger Book or Bundle
5. Compile an eBook Out of Pre-Written Articles
6. Break apart a large bundle and make multiple small reports (Make Multiple Shorter Ebooks)
7. Make a Short Report
8. Develop a Membership’s Site
9. Publish a printed book
10. Engage With Email
11. Add More Value With a Companion Workbook
12. BONUS: Quick Infographic Creation
Here are some ways to use and re-purpose your ready-made content.

1. Create Blog Post

One way to use or re-purpose your PLR content is to add it to your blog. You can break apart reports or eBooks and create a series. Or you can take images like an infographics and put it on your blog.

April’s Advice:

You can even take checklists and create a blog post out of that. Take the checklist and create a list blog post. Then under each item included on the check list add value by using your own stories or adding resources.
2. Gain Traffic With Video

People absolutely LOVE videos and it is one of the easiest ways to repurpose pre-written content. Plus you have the potential to get traffic through YouTube and other video sharing sites.

To do this you create a slideshow using the content from an eBook, reports, checklists, blog posts, eCourses, done for you training or challenges. Put the main points on the slides and then record a slideshow presentation as you talk.

You can also get on screen and talk about the main points of the content. Either way works amazing, but you’ll want to do whatever you feel more comfortable doing. Or a mixture of both.

3. Publish a Podcast

You can also use the content without any visuals like the slides and instead just speak into a microphone to create an audio book or a series of podcast episodes.

**NINJA PLR TIP**: Take the video that you produced in the above suggestion and re-purpose it again into an audio version. This is really easy to do!

All you’ll have to do is strip out the audio from the video. Most programs will do this for you.
4. Combine and Make a Larger Book or Bundle

Want to offer even more value than you already are? Then how about combining content from multiple Ebooks into an ultimate package of some sort.

This way, you can give someone a truly comprehensive experience that will be worth more than the asking price of each book individually.

5. Compile an Ebook With of Pre-Written Articles

Above was the suggestion to make a larger book out of multiple eBooks, but another way to repurpose content would be to use blog posts or articles and combine them into an eBook or report.

On my blog I show you how to Create an Essential Oil eBook Out of Pre-Written Content.

You might not be in the health niche, but the information included you can still use in any niche that you’re in.
6. Break Into Smaller Ebooks

A clever way to charge more for your ebooks is potentially to separate them into multiple shorter books.

This method uses eBooks as well, so you can get more bang out of your buck by separating the content.

This way you can create a series, with each one encouraging your visitors to read the rest. To do this you would add a graphic at the back of your book that says something like:

“To read the next book in this series on Essential Oils Click Here.”

You’ll want your Call to Action to get people to click on it. So you should work on what is above.

Or instead of just including the next book you could include an eCover of all of the books in the series and make sure to hyperlink it to your sales page.
7. Make a Short Report

A report is normally a short PDF that provides information on a particular topic or subject matter – one problem, one solution. To do this take a single chapter from your book or a forward.

There are a couple of ways you can use this in your business – the first is make it an opt-in report. In the follow up process take the eBook it came out of and offer a one-time deal.

Another way would be to break up all the chapters and create a series as described above.

8. Develop a Membership’s Site

One way to make passive income is through membership sites. You don’t have to create all of the content yourself. Use pre-written content that other people have created to fill up your membership site.

There are so many different types of memberships that you can create: menu planning sites, journal of the month, self-help memberships, planners, coloring books, challenges and so much more.

You can find ready-made content for almost all niches – you’ve just got to know where to look.
9. Publish a Printed Book

Using Lulu or CreateSpace, you can self-publish your ebook and start selling it as a real, hard-copy tome!

This is a great way to use PLR. Make sure that whatever platform that you use allows pre-written content.

The first place most people think of when they consider self-publishing is Amazon; however, using PLR is against their terms. You could lose your account if you don’t follow their guidelines.

That doesn’t mean that creating a hard-copy is not a good idea. You can sell it on other shopping cart platforms or on your own site.
10. Engage with Emails

Email marketing is an incredibly powerful form of marketing. This can be an eCourse that they sign up to be part of, a challenge that they would enjoy or a value packed sequence.

You can also become an affiliate with other products and use pre-written content to pre-sell the product.

I’ve [created a free training](#) how to use it to promote other people’s products as an affiliate. This particular training is in the health niche.
11. Add More Value With a Companion Workbook

When people read eBooks most won’t remember as much if they’re not taking notes or working through the examples as they go. Therefore, a great way to add more value to eBooks, courses, training or videos is to add a companion workbook.

Check Out the [Steps to Make a Workbook From Ready-Made Content](#).

If you’re interested in creating companion workbooks in your business, Amy Harrop has a really great training product called [Companion Publishing Profits](#).
**Bonus Way to Use PLR**

**12. Quick Infographic Creation**

One easy way to use pre-written is to create an infographic on the topic. You could use one specific article or you could think of a Top 10 infographic you want to create and mix and match ready-made content.

**April’s Advice:**

Pick a topic such as Top 10 Ways to Start Clean Eating. If you currently have pre-written content on your computer, go through it and find 10 ideas that you feel would work really great for your image.

Read the tips and rewrite the to reflect your voice. You’ll at least want to wording to work together and make sense if you’re taking it from several different articles or eBooks.

I’ve created a video tutorial on How to Create an Infographic. I used a Top 10 article, so I was able to copy and paste the content directly from the article to the image.

Check out the **Steps to Make an Infographic of Your Own**

As you can see there are so many ways that you can use and repurpose pre-written content. This is only a small list of what can be done.
Types of Rights For Pre-Written Content (aka PLR or Private Label Rights)

Before you begin using PLR, done for you, ready made or customizable content – you’ll need to understand the terms. When you purchase these types of products they are all going to have different terms based on the PLR Seller. You’ll need to understand and adhere to them.

There are also different types of terms to consider. This is important because if you violate the terms you won’t be able to sell your product. There are a few different terms you need to familiarize yourself with.

These are:

- Resale Rights / Resell Rights (RR)
- Master Resale Rights (MRR)
- Private Label Rights (PLR)
- Personal Use Rights

I’m going to briefly go through each term.

Let’s take a look.
Private Label Rights (PLR)

Private Label Rights (PLR) is what I provide and LOVE because there is so much potential. Why? The product becomes truly yours as you are given the rights to edit the content(s).

You’ll be able to edit, put your name on it, brand it with your company logo or change anything you’d like inside the product.

This is where things get even more exciting for you as you now get to sell something as though it were your own product, that means you’re going to start establishing yourself in your niche.

It means you can change the product to better fit your niche and the audience that you serve. This is going to make it more appealing. You’ll also be able to add your own personal ideas, stories and views into the content – because the product is yours.

**TIP:** Always check the terms for each PLR product that you purchase. My products come with a few restrictions.
These are my terms:

You can claim ownership of any PLR (pre-written content) that you purchase from Niche Starter Packs.

Terms of Service

Non-Transferrable PLR Rights:

[YES] Can be edited and modified in any way
[YES] Can be branded and sold as a report with personal use rights only (PDF)
[YES] Can put your name as the author
[YES] Can be used as eCourse and webinar material
[YES] May use the content on your site/blog
[YES] Can be used on article marketing sites
[YES] Can be translated to other languages
[YES] Can use the content to create and post videos on video sharing sites/blogs, etc.
[NO] Cannot claim copyright to the content since it is PLR
[NO] Cannot resell the packs
[NO] You may NOT sell or giveaway private label rights (non-transferable PLR)
[NO] Can be added to membership sites with resell and master resell rights
[NO] Cannot use my name as author

You are not allowed to use my name as author and cannot sell as PLR to your buyers. (They get personal use rights only if you sell anything to them).

No master resell rights or resell rights of any kind included.
Every PLR Sellers Has Different Terms

At first I just included two rules, but I decided that I didn’t want people to be able to create Master Resell Rights or Resell Rights for my products – so I added the part about MRR and RR recently.

This is just a personal preference for my products to keep them more exclusive to people who buy the rights.

When you decide to use pre-written content as part of your business – you’ll need to make sure that you understand exactly the terms of your private label rights terms.

Typically, you as a private label rights holder cannot resell the same content out of the box the same way the vendor is selling it.

Some PLR Sellers allow you to resell the master resell rights and resell rights. I don’t, but there are those who do.

You’ll also find some sellers who force a minimum price to sell the product for. I also don’t require this, but the MRR & RR are different and a lot of people who purchase will then turn around and sell them for only a few dollars or combine them in packs with hundreds of other MRR & RR products.

Most PLR Sellers don’t allow multiple packs to be sold in one pack either.

The best way to make sure you’re not violating terms is to understand them.

Always read the license and term before making any edits or selling the product. If you’re unsure of how you can use it without violating the terms – you can contact the PLR Seller directly.
Personal Use Rights

Most eBooks, courses, planners and products you purchase from people will have personal use rights only. This means you can use it to learn from and for your own personal use.

So if you bought a product from a blogger that you follow and it was titled “How to Get 10,00 Pins on Pinterest in 30 Days or Less” – this comes with personal use rights only.

Most PLR Sellers allow you to give personal use rights to your audience. This could mean that they’ll be able to download a planner that you bought and branded – for their personal use. They wouldn’t be able to edit or brand it for their customers.

If you’re looking to edit and use the content as your own – you’ll want to make sure that you get the **private label rights** of the product, not master resell or resell rights.

This is especially true when working on products you want to sell because you’ll get more editing rights and freedom working with this type of content!

**TIP:** If your customers want to purchase PLR rights you can become an affiliate and create a new income stream in your business. Check out my affiliate program at [Niche Starter Packs](#).

Brought to you by [April Lemarr](#) at [Niche Starter Packs](#).
Resale Rights / Resell Rights (RR)

First of all, resale rights (RR), mean that you have the right to resell the product. This is pretty straightforward and is exactly how it sounds.

But resale rights / resell rights are not the type of terms where you get to edit the product. Usually you’ll get a PDF version to sale.

You may be able to if it says in your terms that you can, but in most cases you won’t be able to edit – just sell as is. With these types of products you’ll also get access to some of the sales materials that the creator has provided to sell the product.

Master Resale Rights (MRR)

Master resale rights (MRR) means that you not only have the right to resell the product as mentioned above but you also have the right to resell the rights.

In other words, you can resell the product to other marketers so that they can resell it as well! This creates another income stream for you to sell through and is especially useful if you happen to be in the internet marketing niche.

Remember that you might not necessarily have the right to edit the original documents/files and quite honestly most of the time you don’t.

You’ll still need to read the rights for each product that you purchase.

Brought to you by April Lemarr at Niche Starter Packs
Closing Thoughts

Using pre-written (or PLR) content on your site will help you save time, get more readers, turn readers into subscribers and create products faster. You’ll be able to leverage other’s people’s time and knowledge.

Take a look at the next page for high-quality pre-written content that you can start using in your business today! I don’t know everyone, but these are the sites that I know, use and trust.

Most of these sellers offer PLR rights. That means you can brand the content and use it as your own. Check out their terms before you begin using it.

I hope this report has helped you see the possibility of using pre-written content in your business.

Have a great and productive day!

April Lemarr

Niche Starter Packs

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