

**10 WAYS TO GROW  
YOUR BUSINESS  
WITH PLR**



**BY  
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Adrienne Dupree may have received compensation in the form of free promotional products or cash or cash equivalent for the purposes of reviewing Resources for this report.

## What Is PLR?

According to Wikipedia, Private Label Rights or PLR is a license where the author sells most or all of the intellectual property rights to their work. The license is defined by the author of the work and has no legal definition. Sometimes you also get resell rights so you can resell the content.

PLR or “private label rights” content is a great cost-effective time saver for online businesses. It’s ready made content that you can publish, edit and monetize just about any way that you’d like. There are so many ways to incorporate PLR into your business and I’ve come up with 10 ways you can use PLR to grow your business.

## Blog

The ease of publishing a blog makes it a perfect marketing vehicle for any type of business. Whether you work from home or are the CEO of a Fortune 500 corporation, blogs are a great addition to your marketing strategy.

Blogs create a face for your business that your customers can identify with and participate in. Blogs have become a valuable part of today’s consumer-generated media. They give consumers a platform to actively engage and participate in dialogs with key personnel within a company.

PLR is a great way to enhance the content on your blog. PLR articles are simple to use. You can just post them to your website or make modifications if you like.

If you have PLR eBooks or reports, you can break them up into blog posts. Most eBooks and reports can be divided into a very informative blog posts. You can even create a blog post series out of them.

PLR can also be used as inspiration for your own original content. When you aren’t sure what to write about or what facts and information to include, PLR can be a great inspiration.

Stock up on PLR before you go on vacation or will be away and schedule it to publish while you’re gone. Now there’s no need to worry about what will happen with your blog when you’re gone.

## **Autoresponder and Broadcast Emails**

In order to keep your list engaged, you need to communicate with them on a regular basis. This can be done using autoresponder and broadcast emails. If you need additional content for your autoresponders then use PLR to load up your autoresponder. You now have more content as prescheduled messages in your autoresponder.

There are a lot of autoresponders out there. Make sure that the one you pick is affiliate marketing friendly. Some are not. My autoresponder of choice is [Aweber](#).

Not only do you have to send autoresponders to your list, but you should also send broadcast messages. Broadcast messages are for things that are more timely where autoresponders are evergreen. You can enhance the content of your broadcast emails with PLR.

## **Free Reports and eBooks**

Free reports are a viral piece of advertising; therefore, they can generate traffic to your website. Typically, you include a statement in your free report allowing the reader to give the report away as long as they don't make any changes. If your report contains useful information, then the readers will be happy to give it away to their friends.

You can create a report or eBook from PLR and give it to your customers as a no-strings gift. You can use PLR reports or bundle up articles to create something valuable that your target market is interested in. Long after your customers have made the purchase, surprise them with a handy extra. They will love it!

You can also share your information to document sharing sites where you can submit a PDF version of your article. One of the document sharing sites that I have used in the past is [Scribd](#).

## **Audio or Podcast**

Podcasts are radio shows that you can subscribe to or download at any time. It is a web feed of audio or video files placed on the Internet for anyone to subscribe to or download. If you search online, you will find a variety of podcasts available on nearly any topic imaginable. They range

from entertainment focused to educational to business oriented and everywhere in between.

The most popular place to host your podcast is on iTunes. You can use a WordPress plugin called Power Press to set it up.

You can also turn your PLR into audio files. These MP3 files can be created using your phone, on your computer and even on the phone using a service such as [Instant Teleseminar](#) or [FreeConferenceCallHD.com](#). You can also use [Audacity](#) which is free software that you can use to create a mp3 file. You can host the audio files on your website or other platforms such as SoundCloud.

You need to discuss topics that are of interest to your audience. Once again, you can use PLR to help with the content.

## **Webinar or Teleseminar**

Hosting a teleseminar is one of the best ways to promote your product, service or brand. It's also an excellent marketing strategy to target a market segment and increase income. In fact, it has become one of the most popular means for marketing gurus and coaches to reach their audience and promote their business. Even if you are a beginner, you can host your own teleseminar.

Teleseminars are highly cost effective, easy to produce and do not incur a lot of expense. And they work! That alone is music to any business owner's ears. The teleseminar service I recommend is [Instant Teleseminar](#). You can get a 21-day trial of [Instant Teleseminar](#).

Your teleseminar should cover relevant subject matter that is in high demand. You can use PLR to supplement the subject matter for your teleseminar.

Webinars are very popular these days. If you are in the online marketing niche, there are at least 2 or 3 free webinars every day and night of the week. Webinars are simply seminars which are web-based. With webinars, the participants listen to the audio through telephones or the computer and view the presentation via their web browser. There are many webinar services out there, but I use [GoToWebinar](#).

Just like teleseminars you can also use PLR to add to the content of your webinar. I recommend that you make these a free event and build your list with it.

## **Videos and Presentations**

You can take your PLR articles or report and turn it into a PowerPoint presentation. You can then share your PowerPoint presentation on slide sharing sites. Some of the file sharing sites that I have used are [Author Stream](#), [SlideShare](#), [SlideBoom](#), and [SlideServe](#).

Once you have your presentation, you can turn it into a video. You can create your video in PowerPoint or a software program like Camtasia. It can be a talking head video or a video where you show your face. You can post your video on YouTube or host it using Amazon S3.

Sometimes you can even find slideshows with PLR rights that might come in handy. This will cut your preparation time dramatically.

## **eCourses or Information Product**

Information products can be composed of audio, videos, PDFs or all three. I tend to include all three because people like to consume information in different ways. If you need more information for your product, you can use PLR. This can be in the form of more information, tools or helpful guidance.

You can also create an eCourse. You can take a series of related PLR articles and make an email course with 5 to 7 emails. You can deliver the content as an autoresponder. If the content is too long, you can create pages on your website and include links to the information. eCourses are a great way to attract new subscribers to your list and grow your business.

## **Social Media**

Social Media is an excellent way to grow your business. In fact, just by participating in popular social media sites, you are building a list of sorts. You can post particularly interesting articles on Facebook, Google+ and even LinkedIn. Medium is another place that you can share information.

You can use PLR as content for social media. For Twitter, you can break up the articles into individual tips. You can also create pins of these tips and post on Pinterest.

## Membership Sites

A membership site is a website where members have access to content. Membership sites can be free or members must pay a fee. If it is a paid membership site, then the fees are generally monthly or annually.

I am currently using membership sites for my information products. The content is stored in a membership site instead of a download page. This is better for the buyer and me as well. If you want access to your product, you just log into the membership site. If you forget your password, you can select a link to reset it. How many times have you searched for an old email to get the download link for a product that you bought? There is less support for me as well. I use [WishList Member](#) which is a WordPress plugin for my membership sites.

If you've got a membership site or are thinking of starting one, PLR is an easy way to fill it up with great content.

## Bonus

If you are promoting affiliate offers, you should offer a bonus if people buy through your link. Some platforms allow you to upload the bonus in your affiliate area and some are more manual. Your bonus should be complementary to the product you are promoting. You can use a PLR report or PLR articles for this bonus.

You should also offer bonuses for you own information products. Connie Ragen Green and I developed a product together called [Top WP Plugins For Business](#) and one of the bonuses was a PLR report. Adding PLR as bonuses adds value to your information products which can increase your sales, allow you to command a higher price and improve customer satisfaction.

## Conclusion

PLR is a very versatile tool for your business and can be used in many ways. As you can see, you can actually use the same PLR over and over again for different purposes, so always use your purchases to the fullest.

There are many places to get PLR such as [Easy PLR](#), [List Magnets](#) and [Coach Glue](#). If you want a lot of PLR for a reasonable price, check out the [Quick Content Volume 2](#) PLR package. This [package](#) contains 320,000 words of PLR content.

## About The Author



I am Adrienne Dupree and I am the owner of Leave The Corporate World Behind. I am an online marketer, affiliate marketer and author that also runs an ecommerce company. At some point, you may no longer be passionate about your career. You get tired of the politics, you may feel unappreciated, you may have sacrificed your health or important relationships or you feel like no matter how hard you work you will not get ahead. A lot of this describes how I felt; however, when I discovered internet marketing, I was excited. I had found a way to feed my passion, utilize my technical skills and start on my way to building a new future.

I started [Leave The Corporate World Behind](#) to give hope to people in my situation. Leave The Corporate World Behind was created to teach people in corporate America who want to get out of the rat race how to start a profitable online internet marketing business that can potentially replace their income, allow them to control their own destiny and stop trading hours for dollars.

Leave The Corporate World Behind teaches techniques that can be done in a few hours a day using low startup, operating and marketing costs. We provide a step by step blueprint that covers all of the basic and essential elements of building a successful internet marketing business from a beginner's perspective on a part time basis.

Adrienne's book, [Leave The Corporate World Behind](#), chronicles the stories of people who were in corporate America and now have a full time online marketing business or people who are still in corporate America and have a part time online marketing business. They share their stories about starting an online marketing business, what things worked and what things did not.

Adrienne started selling physical products on Amazon in November 2014. She does a combination of Retail Arbitrage, Online Arbitrage, Wholesale and Private Label. Her blog, [How To Get Started With FBA](#), teaches newbies how to get started selling on Amazon.

Adrienne left the corporate world behind in October 2015 and she is now a full-time entrepreneur.

Committed to Your Online Success,

*Adrienne C. Dupree*