

Using **PLR for Content Creation**

TO SAVE TIME & MONEY





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About The Authors

We are Tracy Roberts and Susanne Myers and together we run the highly successful PLR site www.PiggyMakesBank.com. Between the two of us we have over 30 years of online marketing experience. We've built hundreds of list and email funnels and we've created dozens of lead magnets from scratch.

We make our living through writing emails, and have done so for over a decade. Along the way, we've learned a thing or two and we look forward to sharing that with you.

Any questions about this report, or list building in general? Shoot us an email at piggymakesbank@gmail.com. We're always happy to help and would love to hear from you.

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What is PLR and Why Should You Use It?

What is PLR?

PLR is the acronym for the term *Private Label Rights*. The term describes the industry that creates and sells content with permission for people to use as their own. The creator of the work sells the rights to use the intellectual material in ways laid out in the terms of the purchase agreement. PLR allows online and other business owners to provide valuable content to their customers with very little effort.

PLR takes many forms. PLR can be:

- Blog posts
- Emails
- eBooks
- Courses
- And more

Each piece of content is written in a general way, sticking to a theme or niche which can be used to target and attract clients and customers or to provide continuous information to engage your audience and keep their interest - something very important for keeping businesses top of mind.

Why should you use it?

Websites are more than just goods and services. While the goal may be to land a client, sell a widget, or get someone into your funnel, the bigger goal is to keep them coming back. PLR can provide content that adds value to the goods and services you offer. More than the sale, providing ongoing information and solving problems elevates the value you bring to the table. It gives people a reason to come back and not forget about you.

Your goal may be to sell things or work with people one-on-one and your time is best spent doing activities that make the sale or get the consultation. You likely don't have time to spend creating blog posts, writing emails and newsletters, and coming up with new content for the never-ending curiosity of people surfing the net. That's where PLR comes in. PLR content is just what you need to offer more to your customers that target



their needs and shares your message. This ongoing supply of content helps keep you and your goods and services top of mind when people need what you have to offer.

PLR is pre-written content that you can purchase to use for your business as your own. You can add your branding information and audit the content to best suit your needs. From start to finish, PLR is an easy way to provide value to your customers and make running your business easier and more profitable.



Save Time and Money Using PLR for Content Creation

A business has a lot of moving parts. Even side-hustles need to regularly attract new people and keep them coming back and checking things out. PLR is an excellent way to offer your visitors high-quality information that doesn't cost a lot of time and money to produce.

Here's how:

PLR is affordable: Many large companies have staff who create their content. These staffers do the research and write as employees of the business. Their material is the property of the business and the writers are paid hourly or salary for their time at work. It would be cost-prohibitive for most small businesses to hire a writer to create unique content, which oftentimes leaves the writing to the business owner. Since a lot of the copy is used for freemiums or given away, it isn't necessarily a money-making task. Buying PLR is an affordable way to get great content written for your audience without having to pay for a writer or taking the time to write it yourself.

PLR is plentiful: There are many ways to buy PLR. Some PLR is exclusive, which means fewer copies are sold. This means the content is less likely to be widespread. This PLR may be more expensive, but it can be a wise choice for certain items like eBooks or challenges. Other PLR is sold in larger quantities, which reduces the price point and makes buying PLR an easy yes for your budget. There are multiple places to source PLR. A simple search for providers will yield lots of results.

PLR is customizable: PLR is formatted in ways that allow it to be changed. From adding your branding to literally changing the copy, PLR can be modified to truly represent your voice and your message. In some cases, you can hire a virtual assistant to help you modify your content for far less than having new and individual content created. In the moments it takes to brand your PLR and upload it to your site, you can reach your tribe and add value to their lives.

PLR is engaging: Good PLR has engaging content that encourages your tribe to reach out and connect. From high-quality emails to calls to action in an eBook, great PLR will



have your customers reaching back to you for engagement where you'll be ready to connect.

PLR is educational: Many times, PLR can do a lot of the sales or the education for you. Strategic use of PLR can educate your audience about what they need in order to work with you or offer collateral information that supports your sales goals. The quality information is useful for your clients and helps make you an expert in your field.

Using PLR saves time and money. PLR allows you to offer high-quality information to your customers while freeing you up to focus on money-making tasks. Using PLR to support your site and add value to your client's experience is a great way to offer more for less... *time and money*.



Your Audience is One 30-Day Challenge Away from Loving You

There are many ways to entice people to join you on your business journey. Having a free reason to check things out and see what you've got to offer is standard online practice. This exchange of free information for an email or contact is the beginning of what could be a beautiful and income-generating relationship.

PLR is a perfect resource for free and low-cost content to provide your customers. PLR comes in many forms:

- ✓Written content
- ✓Audio content
- ✓Videos

This content can be used in unlimited ways. From sending out a daily email to offering a one-and-done download, PLR provides the right content for the right need. You determine how you want to deliver the content and the PLR does the heavy lifting.

One of the best ways to engage an audience and let them really see what working with you is all about is through challenges. People love a good challenge - whether it be weight loss, seeking gratitude, or learning to make better decisions, people *love* to find new and better ways to improve themselves.

PLR can be used for a 30-day challenge with ease. Content is written on a specific topic that is dripped to your audience for a 30-day period. This PLR can include emails, social media posts, and extras like graphics, workbooks, or journals. All of which you provide *and none of which you have to create*. You can simply filter the information to your tribe and engage with them as they go along.

There are some excellent benefits to using a 30-day challenge for your audience. Take a look:

- *Challenges help people get to know you better in a short amount of time*
- *Challenges help you gauge what your audience is looking for in terms of products*



- *Challenges can create a tribe and community if used in conjunction with social media*
- *Challenges will increase the know, like, and trust factor rapidly*
- *Challenges create opportunities to engage your clients without making a sales pitch*

Consider using PLR to create a challenge for your online community. If you don't already have a community, you can use PLR to build one when you are ready to show off your leadership skills. Your audience is one 30-day challenge away from loving you and a challenge easily translates to you rising as an expert in your field, which means more income for your goods and services.



Using PLR Means You Don't Have to Be a Know-It-All

It's important to be an expert in your field when people are paying for your goods and services. Chances are you are very good at what you do or what you sell, but running a business is so much more than *what you do* and *what you sell*. In addition to the widget or service you provide, there a lot of ancillary aspects of your business you may not be an expert in. Thanks to PLR, *you don't have to be*.

PLR content comes in a wide variety of types. Audio, video, and written content on anything you can imagine... Yes, there's PLR for that. That means you don't have to be a know-it-all to run your business and do what is right.

Using PLR makes it possible for you to share important and timely content with your audience without having to do research and invest time and money into writing content. PLR is a great way to expand on what you offer as well as drill down deeper and add value to whatever you already provide.

Consider this example:

Your product is health-focused spices. With PLR you can widen your offerings to include:

- Recipes for healthy foods using your spices
- The top food prep items that make cooking easier
- Health tips and information relating to diseases linked to poor diet
- A 30-Day challenge to improve eating habits
- An eBook filled with information about heart health or kidney health
- A video series about cooking with spices
- Exercises that help keep weight down
- And more

In this case, you don't have to be a know-it-all about cooking, food prep, health, or disease prevention and yet you can impact your audience with valuable information *thanks to PLR*.

You can arrange this content in whatever manner helps your audience best. Use the content as a freebie or use it as part of an exclusive membership that gives extra advice



for those willing to pay a small premium each month. You can choose the best way to share the information in a way that educates and creates income.

Let the content creators be your experts and you can glean the best topics and delivery systems for your audience. Your status as a know-it-all will expand with the offerings you make to your tribe while you save time and money providing excellent content for your site.



Customize PLR for Your Needs - Giving PLR Your Voice

PLR content is authored by experts in specific fields who write in general ways to make the content widely useable. From a six-thousand-word eBook to a series of blog posts, PLR content strives to reach a wide audience. As a PLR user, your audience is narrow and focused, which means you may want to customize your PLR and give it your voice.

PLR is highly malleable

The great thing about PLR is that the format allows you to modify it and change it to suit your needs. You can literally do anything you want with the content. From copy and paste to a full edit, you choose how much of the content is modified. Some PLR users opt to use snippets of the information woven in amongst their own content. They dismantle the PLR and use it in chunks and pieces.

Pay attention to the suggested uses

A lot of PLR is generated with a specific use in mind. Pay attention to the suggestions and instructions given by the author to use the PLR to its fullest potential. Your PLR packet will have suggested uses for your PLR and many companies offer support via social media groups where you can be a part of a community using PLR. Groups have great collaboration and share ideas for great ways to use PLR that you may not have thought of on your own.

Stick with providers you love

If you love the voice or style of a PLR provider, stick with them. If they offer membership or an easy way to get their content - join. By sticking with a few providers, you'll be sure that your content will have similar style and consistency that can reduce the amount of editing you need to do in order to use the content.

Re-use, recycle, and repurpose

Content, in general, can be used in many ways. PLR is not one and done content. You can modify and re-use the content over and over again. Making tweaks here and there allows you to keep the content fresh. This means your investment goes even farther than it would with single-use content.



PLR content is written in a slightly generic way to offer wide appeal. Your voice matters and it is easy to add your branding so that it represents you and your business to the fullest. Don't be afraid to modify and edit PLR for your specific needs and to reflect your unique voice.