

## 17 Ways To Use PLR Content

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As you will now already know as a result of investing in the [Product Licensing Formula home study course](#), using licensing, particularly Private Label Rights or PLR as it's often referred to, is a fantastic way to create the content required to build and grow a successful online information publishing business.

Sadly, when some people think of using PLR content, they think of just uploading it to their blog or autoresponder – or selling the content as is – and that's the extent of their PLR strategy.

However, you can use PLR content in many more ways. Just think about all the ways you currently use content in your business and then consider that you can save time and money by using PLR content instead.

Check out these ideas:

### 1. Create Blog Posts

Not only can you create blog posts for your own site, you can also use PLR content to create posts for guest-blogging purposes. Check out these tips:

- **Create a new title.** Be sure the title features a main benefit and is compelling enough to make your audience stop in their tracks and click to open the post.
- **Consider optimizing the content.** You can generate traffic by optimizing this content for the search engines.

- ***Craft a call to action.*** The end of your blog post should include a call to action where you tell people to click a link, buy a product, join a list or take some other desirable step.

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## **2. Upload Emails and Sequences**

You can use PLR content to create individual emails you send to your mailing list, autoresponder sequences, or even content to give to affiliates. These emails and sequences can be used to build relationships with new subscribers, promote products, onboard new customers and establish your expertise.

Be sure the content is evergreen and that you choose attention-getting subject lines for every email you send.

## **3. Develop Lead Magnets**

Lead magnets come in many forms, and you can use PLR content to create many of these items. Examples include eBooks, reports, membership sites and more.

Take note that you don't have to use PLR content as-is to create lead magnets. In other words, if you want to create a report, you don't need to buy a PLR report. Instead, you can:

- ***Pull an excerpt out of a PLR eBook or other large piece of content to create a report.*** This works especially well if you intend to sell the larger piece of content as anyone who likes the lead magnet will love the full product.
- ***Compile multiple shorter pieces of content to create a Lead Magnet.*** For example, you can compile multiple PLR articles and/or chapters from an eBook to create a free resource that you share with your ideal prospects. Such a free resource is often called a Lead Magnet because it 'magnetically attracts' the ideal type of prospects who will be interested in making a purchase from you.

Which brings us to the next point...

#### **4. Create Courses or Guides**

When you purchase PLR content, it may include quite a few “articles” which generally aren’t considered all that valuable. However, you can turn those articles into lessons, compile these lessons, and boom – you have a high-ticket course or guide. You can then deliver the lessons all at once or drip them out over time via an autoresponder.

*TIP: In order to make it a true guide, be sure to create “assignments” at the end of each lesson in order to help people take action.*

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#### **5. Draft Social Media Content**

Another way to use PLR content is by uploading it to Facebook, LinkedIn, Twitter and any other social media platforms you frequent.

*NOTE: in most cases, you want to post short, powerful excerpts on social media. To that end, you can pull excerpts such as tips and quotes out of your PLR content to upload to social media. Be sure to include a graphic with your post to help capture the attention of people who might otherwise scroll by.*

#### **6. Create a Webinar**

You can use PLR content as the basis for a webinar presentation. This might be a “talking head” style presentation where you look at your camera and directly talk to your audience. Or you might create a slide-show style presentation, using the PLR content as the basis for the text on the slides.

Either way, rehearse the content before the presentation so that you can do it smoothly, but don’t read every word on your script word-for-word, as you’ll sound stilted.

When in doubt, record your rehearsal to determine if it sounds natural or if it sounds like you’re awkwardly reading a script.

## 7. Develop a Membership Site

If you have a lot of PLR content, then you may consider using it to create a membership site.

Some of your options include:

- **A vault-style site.** Here's where you load a bunch of products into a site, and members pay a one-time fee to get instant access to all the content.
- **An ongoing membership site.** Here's where members pay a monthly fee, and, in exchange, you upload new content (such as training materials) every month.
- **A fixed-term membership site.** Here you deliver content for a fixed amount of time (such as six months) and your members pay a monthly fee for that same amount of time.

Note that a fixed-term membership site tends to have a higher conversion rate since there is an end in sight, and it's easy to create when you have a large PLR package with which to create it.

**Hot Tip:** If The idea of running a membership site appeals to you, and it should as the consistent recurring income can really transform your business, then be sure to also check out the [Membership Marketers Club](#) that is also free to join.

## 8. Offer Coaching

You can offer individual or group coaching via a text-based platform – such as a Facebook group or email – and have students submit their questions. You can then use PLR content to answer these questions.

Alternatively, you can have students submit their questions ahead of time, and then you answer them on a teleconference or video conference using PLR content.

## **9. Design a Slide Share Presentation**

The idea here is to pull the main points out of a piece of PLR content and use those main points to create the text for a slide.

These main points may include:

- Steps.
- Tips.
- Examples.
- Ideas/hacks.
- FAQs.
- Mistakes.
- Templates.

And similar items. You can then upload your presentation to SlideShare.net to establish your expertise in the niche and help drive traffic to your website.

## **10. Create a Video**

The idea here is to create a video out of PLR content and then upload it to YouTube, your blog, your social media platforms and similar locations. This video may be a talking head video, a demo video (where you share a process and demonstrate it at the same time), a doodle-style video, an animated video or similar.

Be sure to optimize your video and listing to generate traffic, especially if you're uploading it to YouTube. This includes:

- Creating an attention-getting title.
- Choosing an attention-getting thumbnail.
- Inserting relevant keywords into your title and video description.

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## 11. Start a Podcast

Another way to use PLR content is as the basis for a podcast episode. If you don't currently have your own podcast, and you don't intend to start one, then you can use the content as a basis for a guest appearance on someone else's podcast.

If you do this, be sure you either have some of the questions on hand that the host intends to ask or submit questions to the host for them to ask you during the interview. Be sure to pick out some of the best tips to share as appearing on a podcast is a great way to help establish your expertise in the niche.

## 12. Create a Physical Book or Report

Most people use digital PLR content to create digital products. You can do something different and create physical products instead.

This includes books, reports, home-study courses and similar items. The advantage of turning digital content into physical content is that it boosts the perceived value.

For example, if you have a course where the downloadable version sells for \$50, you may be able to sell the physical version for \$75, \$100 or more.

## 13. Design a Handout

Another good use for PLR content is to use it to create a handout for any speaking gigs you do. This includes any webinars, podcasts, or offline talks you give at conferences, meet ups or even to local groups.

***TIP:*** Obviously, you can use your PLR content as the basis for the talk itself. Then you can create a handout for the audience to add value to your presentation.

For example, maybe you're giving a talk to a local rock-hound group about some of the gemstones and minerals commonly found in the area. You might use PLR content to create a handout (with photos or illustrations) that tells people how to identify various gemstones and minerals common to the area.

## **14. Use as a Bonus Product**

You can use PLR content to create bonus products to help boost conversions on your offers. Just be sure to choose content that's highly related to your main offer. Ideally, the bonus should do one or more of the following:

- Provide another piece of information not included in the main offer.
- Help the audience get better, faster or easier results.
- Overcome a common sales objection.

*For example, if you're selling a package of headline templates and swipes, you might use PLR content to create a bonus report that provides tips for crafting high-converting headlines.*

## **15. Develop Tools and Resources**

Another way to use PLR content is to create tools and resources for your audience. Examples of these items include:

- Checklists.
- Worksheets.
- Swipes.
- Templates.
- Mind maps.
- Infographics.
- Planners.
- Journals.
- Gear/resource lists.
- Toolkits.

And similar items.

You can use these tools as lead magnets, tripwire offers, backend offers, traffic-generating content for blogs or social media, bonuses, and/or to add value to courses and other content.

For example, if you're selling an organic gardening guide, you might use PLR content to create tools and resources such as:

- Garden-planning worksheet.
- Garden-planting checklist.
- List of common pests and the best way to get rid of them.
- Companion-planting infographic.
- Shopping list for new gardeners.

And so on.

Next...

## **16. Answer Questions in the Community**

One way to establish your expertise and authority in your niche is to join the discussions on community platforms such as:

- Quora.com.
- LinkedIn.com groups.
- Facebook.com groups.
- Blog discussions.
- Niche forum discussions.
- Reddit.com discussions.

And similar platforms.

Check out these keys:



- **Choose active, high-quality platforms.** There's no use in establishing your expertise if no one is going to see your answers.
- **Post thoughtful, detailed answers.** When you do this repeatedly, your audience will start to see you as a respected voice on the platform, as well as an expert in the greater niche.
- **Follow the group rules and etiquette.** Before you start posting anywhere, read the rules and then spend some time reading archived discussions to better understand the unspoken rules, etiquette and culture of each particular group. Be sure to "blend into" this culture.
- **Drop a signature line.** Where allowed, end each of your posts with a link and call to action to visit your website.

And finally...

## 17. Create a FAQ

You may have noticed that the same questions pop up repeatedly from your audience in your email, on your blog, on social media, and on other people's platforms. You can compile these frequently asked questions and then use your PLR content to provide the answers.

You can then post this FAQ on your blog, put in the "support" section of your website, send it to your mailing list, use it as a lead magnet, give it to your coaching students and more.

You can even answer the FAQs in another format, such as via a video.

**Here's a bonus tip along the same lines:** use PLR content to answer questions sent to a chatbot.

For example, if you have inside a membership site an artificial intelligence chatbot that answers customer service questions as well as questions about the niche, you can use PLR to provide answers to the niche questions. (E.G., "What is the best way to get traffic?" or "How do I improve my golf drive?")

## Conclusion

And there you have it. You just discovered 17 of the most common and effective ways to use any PLR licensed content.

This isn't an exhaustive list so take a moment now and brainstorm all the ways you use content in your business as you can use PLR content for each of those methods.

**Final Hot Tip:** Sourcing nothing but the BEST PLR content is key to ensure you always deliver value to your prospects and customers. If you are looking for a source high quality PLR content, then you may wish to take a look at [The Licensing Vault](#).

Not only are there twenty 'top notch' information products contained within the licensing vault, but they also come complete with a unique software solution that enables you to '*take each product out of the box*' and have it ready to sell online in 30 minutes or less.

That speed and convenience is something that sets this package of licensed products apart from anything else and therefore comes highly recommended for both anyone new to the world of licensing... and 'old hands' alike.