

How to Find and Use PLR Content to Create Stunningly Popular Products

If you're primarily selling your own offers through your newsletter and elsewhere, then you'll quickly realize that you need to create quite a few products. That's because hardly anyone builds a thriving business with just one product. In order to maximize your profits, you need to create a sales funnel with a variety of offers you can promote to your existing customers.

Here's what a typical sales funnel might look like:

- A free lead magnet to bring people into your sales funnel.
- A low-cost, high-value tripwire offer to turn your prospects into cash-paying customers.
- A high-ticket core offer.
- Upsell/cross-sell offers.
- Bonus products to offer alongside paid products.
- A variety of backend products to sell to existing customers.

Phew – and that's just one sales funnel!

It's time consuming to create all these products yourself. It's expensive to outsource it. But fortunately, there's a way to create all these products that's both inexpensive and fast. Namely, you purchase PLR (product label rights) content, quickly modify it to suit your needs, and you're ready to start taking orders!

Sound good? Then let's take a look at how to do this...

Find PLR in Your Niche

The first step is to locate PLR content in your niche. You can do this by searching Google for your niche keywords (such as “dog training”) alongside the following types of words:

- PLR
- PLR content
- Private label rights
- Private label rights content
- PLR ebooks
- PLR articles
- PLR reports
- PLR courses
- Content licensing

For example, you might search for “dog training PLR” and “dog training PLR ebooks” (without the quotes). Be sure to use multiple searches in order to get as many results as possible.

TIP: You can skip all this and just search our website:

PLRContentSource.com. We have the largest collection of niche PLR Content on the internet and offer it at the lowest price possible.:-)

Next...

Do Your Due Diligence

Now that you have a list of potential PLR offers to purchase, you need to do some research to determine which ones are a good fit for you. Ask yourself these questions:

Is this a package of content? If you’re looking to create an entire sales funnel, then look for PLR packages. That way, you can create your suite of offers quickly, and each product will be consistent in terms of writing style as well as the information it provides.

Is the content well-written and engaging? If the vendor doesn’t provide a sample, be sure to ask for one from the package you’re considering.

Will the content need a lot of revision? While you do want to modify the content to make it unique (which will talk about in a few moments), you don't want to be rewriting every bit of it. As such, choose content that's so good you could use it right out of the box with minimal revisions.

What are the licensing terms? Next, check the PLR license to ensure you can use it for your intended purpose. Are there any limitations or requirements with regards to modifications? Can you both sell it and give it away?

Are there any extras included? For example, does the package include things such as sales letters, web templates, emails to sell the content and similar? If so, and if they look professional, this is a big plus when choosing PLR content.

Based on the answers to these questions, you should be able to fairly easily select good content for your needs. Buy your chosen offer and then move onto the next step...

Make it Unique

Even though you've chosen content that's so good you can use it as-is, it's a good idea to modify it to make it unique. This ensures you have virtually no competition, since no one will have a product exactly like yours.

Check out these ideas for making the content unique:

Rewrite Pieces of the Content

You can start by creating a fresh introduction and conclusion for each piece of content. You can also tweak the content to make it sound more like your writing voice.

Delete Unnecessary Content

You might delete a paragraph here and there, or entire large sections (such as a chapter in an ebook).

Change the Format

The idea here is to take content in one format and turn it into something else. For example, you can turn a PLR report into a video. Or you can turn a set of PLR articles into a multipart ecourse.

TIP: You can also simply pull excerpts out of larger pieces of content to create something unique. For example, you pull a couple chapters out of a PLR ebook and use it to create a short report that you use as a lead magnet.

Next...

Compile Multiple Pieces of Content

Another great way to create something entirely unique is to compile multiple pieces of PLR content. You can even add in your existing content, such as inserting some of your blog posts, lead magnets, or sections from other products.

For example, you might create a course using a combination of your own existing content and PLR content by compiling a dozen articles, a report, and a couple excerpts from one or more ebooks.

Insert Your Own Unique Bits of Content

Finally, you can put the finishing touches on by inserting your own unique:

- Title and subtitle.
- Examples.
- Tips.
- Stories.
- Case studies.
- Graphics.

Now a few parting thoughts...

Conclusion

As you just discovered, using PLR content is a great way to create one product or even an entire sales funnel. That's because it's cheaper than outsourcing, and it's a whole lot faster than creating content from scratch. You can even outsource the PLR tweaks, which still keeps costs down while speeding the process up even further! Just be sure you start well-written, engaging PLR content, which will make the process a whole lot easier.



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