PLR.me PROFIT BLUEPRINT

USE

Read the fine print

Know exactly what you're allowed to do with the content

Which objective?

- **List Building** — Example: Give away content for subscribing to your list
- **Branding** — Example: Give away wallpapers or PDFs, watermarked with your URL and logo.
- **Establish Expertise** — Example: Attribute materials to your name or brand (refer to PLR license)
- **Free Traffic** — Example: Content that links back to your site
- **Increase Sales** — Example: Create info products or coaching programs based on the materials
- **Boost Profits** — Example: Use as bonus, upsell, cross-sell, or downsell to increase perceived value

Which format?

- **Text**
- **Audio**
- **Video**
- **New Media** — Example: Facebook, iPhone, or iPad apps

Make it original

Do as little or as much as you want, depending on the private label rights you have been granted

- **Niche-ify** — Edit for a specific niche or market
- **Change the title**
- **Write an introduction**
- **Add/rewrite headings**
- **Rewrite other sections** — Edit out what you don't like or agree with; add what you think is missing. Include new content specifically for your audience
- **Add "Resources"** — The perfect place to recommend affiliate products or your own
- **Write a conclusion**
- **Add/replace graphics**

REUSE

Keep the same format, but use for a different purpose

How?

- **Split**
- **Combine**
- **Rewrite for another niche**

Example 1: Split an eBook into blog posts or an eCourse via email auto-responder

Example 2: Combine articles into a special report

Example 3: Turn *"How to Lose Weight for Moms"* into *"How to Lose Weight After 50"*

RECYCLE

Transform into a different format

Which format?

- **Text**
- **Audio**
- **Video**

Which mode?

Use a different mode of distribution

- **Digital**
- **Physical**

Example 1: Record an eBook into an MP3 audio product

Example 2: Turn the MP3 audio into a video training course

Example 3: Transcribe the MP3 audio course into PDF

Example 4: Transcribe the video training into "how-to" articles

Example 5: Transform an article into a video screencast

Example 6: Distribute the MP3 as an iTunes podcast

PUBLISH

Where to Publish:

- Blog/site
- Email autoresponder
- Hub Page
- Squidoo lens
- Guest blog post
- Article directories (if unique)
- Video distribution sites
- Podcasting and Internet radio sites
- On-demand printing service (i.e. Lulu.com, CreateSpace.com)
- Online forums
- Social networking sites

PROMOTE

How to Promote:

- Social networking sites
- Pay-per-click ads
- Ezine advertising
- Banner/text ads on related blogs/sites
- Affiliates
- JV partners
- Online forums
- Offline advertising
- Press releases
- Marketing materials (postcards, direct mail, etc)
- Search engine optimization
- Social bookmarking

RINSE & REPEAT

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