How To 'Zero To Hero' Bonus Item Five

40 Really Clever Ways To Use PLR Content

40 ideas that you put to work in your business ASAP!



By Jack Hatfield

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Bonus 5: 40 Really Clever Ways To Use PLR Content

Throughout the main guide, you learned about how to turn PLR content into a profitable package of products. However, that's not the only way to use PLR content. Truth is, you can use it to create other types of products, build relationships with your audience, and even generate traffic with it.

See what I mean by checking out this list of really clever ways to use PLR content…

1. Create an FAQ Page

You probably have a good sense of the frequently asked questions in your niche. If not, check sites like Quora.com and JustAnswer.com, as well as the emails prospects send you. Then develop a FAQ using PLR content.

2. Design an Autoresponder Sequence

You can use this sequence to pre-sell your offers. If you upload 52 emails, you'll be able to send out one email per week for a full year.

3. Craft a Pre-Selling Blog Sequence

For example, develop a five-article sequence to help presell your package or another offer.

4. Publish on Social Media

Pull quotes and other content from PLR content and post to LinkedIn, Twitter, Facebook and your other social media platforms.

5. Use it to Create a Webinar

Not only do you have the live event to promote, but you can also sell or giveaway the recordings.

6. Utilize it for a Coaching Course

You can use PLR content as the curriculum and other text content for a high-ticket coaching course.

7. Create a Lead Magnet

You can create reports, videos, tools and more out of PLR content, and then offer these items for free in exchange for email addresses. If you create several lead magnets, then you can segment your list according to the type of lead magnet the subscriber requests.

8. Convert it to a Slide-Share Presentation

Once the presentation is done, you can upload it to SlideShare.net.

9. Create a Video

You can create explainer videos, how-to videos, pre-sell videos, sales videos, demo videos and more.

10. Use it as a Bonus on Your Products

This is a great way to add value and boost conversions.

11. Add Value to an Affiliate Offer

You can create bonuses out of PLR and then offer these products for free to anyone who purchases an affiliate offer through your link.

12. Translate the Content

The idea here is to translate PLR content into other languages to reach more deeply into your market.

13. Create a Physical Product

For example, you can create a book to sell at offline events or even from your website.

14. Distribute it to Affiliates

For example, you can create a rebrandable report, emails, blog posts and other content for your affiliates to give away.

15. Use it to Answer Questions

Join sites like Yahoo! Answers and Quora.com, and answer questions using PLR content to build your expertise and brand recognition.

16. Use it to Build a Community

You can post PLR content on your own forum, Facebook groups or other communities to build trust and encourage discussion.

17. Answer Group-Coaching Questions

Here you have coaching students sending you questions, which you can then answer using PLR content.

18. Create a Buyer's Guide

This is a great giveaway report to post on your blog, send to your newsletter list, and even let affiliates distribute.

19. Design a Premium Offer

You can take multiple pieces of PLR content to create a high-ticket offer such as a home-study course.

20. Offer in a Giveaway Event

You can create your own bundle event or join an event put on by another marketer in your niche, and then use PLR content to create your contribution.

21. Use Offline to Give a Talk

You can use PLR content as the basis for a talk or workshop. For example, you might speak at a local weight-loss group and use PLR content to create your presentation.

22. Offer as a Loyalty-Building Gift

Here's where you offer your best customers a high-value product for free to build loyalty. You can create this product out of PLR content.

23. Submit as a Guest Post

The idea here is to look for blogs in your niche that accept guest content, and then submit your own high-quality article (which you created out of PLR content).

24. Create a Press Release

Be sure to distribute it to local media, or even use a service like PRWeb.com.

25. Offer as a Contest Prize

Create a high-value product out of PLR, and then offer it to the winners of a contest.

26. Develop a Quiz

Test your audience's knowledge about your niche using PLR content. This helps make your site sticky.

27. Submit it to Offline Publications

This includes both free and paid newspapers and magazines in your niche.

28. Develop Viral Content

For example, use PLR content to create an infographic, and then distribute it on social media.

29. Create a Fast-Mover Bonus

You can encourage people to purchase a product during launch-week by offering an attractive bonus package to those who order in the first few days of the launch.

30. Offer It as an Upsell

One way to do this is by creating an attractive one-time offer, where you create a high-quality product that you offer at a really good price.

31. Create Your Own PLR Pack to Sell

Check your PLR license terms, as you need a "master" PLR license in order to sell the licensing rights.

32. Spark Blog Discussions

Post PLR content on other people's blogs (in their discussion section) to spark discussions and establish your expertise.

33. Prepare for an Interview

Here you use PLR content to create the talking points for an upcoming interview.

34. Use it in a Joint Venture

You can use PLR content to create an article. Then you and your JV partner can do article swaps and other similar co-promotions.

35. Add Value to Your Products

If you have an infoproduct that needs more content, use PLR content to fill it out and add value.

36. Develop a Podcast

You can use PLR content to do your own podcasts as well as guest podcasts.

37. Create Tools

These include checklists, worksheets, planners, gear lists, swipes, templates or more. You can then sell them or give them away to your audience.

38. Develop a Udemy Offer

The idea here is to use PLR content as the basis for a video course, which you then upload and sell on Udemy.com.

39. Create a Multipart Course

Here you create a text-course that you deliver by email. This can be a free or paid course.

40. Add the Content to a Membership Site

You can create an entire membership site using PLR content (including a monthly membership site, a vault site, or even a fixed-term membership site).

Conclusion

The way you use PLR content is really only limited by your imagination was well as the terms of the PLR license. That's why you'll want to make the most of your PLR content by putting it all to good use with the various methods you just learned!

Recommended Resources

Six Figures A Year In Information Publishing Discover how to start your own successful information publishing business from scratch. While stocks last you can you **FREE COPY*** of this best-selling book and have it shipped to your home no matter where you live in the world. SixFiguresAYear.com

One Letter From Retirement You could be just One Simple Letter away from the end of all your financial worries… and here's exactly how you can write it! OneLetterFromRetirement.com

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Free To Fee. Learn how to give away free content to generate traffic to your website AND persuade people to buy your products. This is THE go-to training course on the subject. FreeToFee.com

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