

# The Three Best Ways To Use PLR



**PLR CONTENT SOLUTION**  
REPURPOSE WITH CONFIDENCE

**By Ted Begnoche**

Hey Folks! I put this quick guide together because people ask this question all the time.

What's the best way to use the PLR I just purchased?

And I get it. I can't give an accurate number here because it's only a guess, but I would say that conservatively, at least 50 percent of the PLR that's purchased every day, never gets used.

Pretty shocking to think about right?

But I think you can use this to your advantage if you apply a little elbow grease and have the right information, so let's take a look at what I think are the 3 best ways to repurpose your PLR packages.

PLR sometimes gets a bad rap, and I can't say it's always undeserved. After all, the vast majority of PLR you find laying around the Internet is pretty poor quality.

It's the same stuff that's been rehashed and spun over and over again, and buying articles at 10 for \$2.99, well, you get what you pay for, that's for sure.

That's why when you find a high-quality provider, like yours truly or some of the personally vetted ones I recommend, you really should hold onto them.

PLR can save you money, and also something more valuable than money.

TIME.

Face it, time is one of our most precious commodities. We all get 24 hours each day, and it's up to us to use it in the most efficient manner possible.

That's why I narrowed this guide down to the 3 best ways to use PLR. I could've written about the 10 best, or the 101 best, but I want you cut the distractions and be laser-focused.

Remember, I'm not only a PLR producer, but I'm a consumer as well. I use high quality PLR on some of my affiliate sites because it saves me tons of time.

And I like that.

So let's take a look at the 3 best ways I've found to make use of high quality PLR.

**Blog Posts** – Yes, it's perfectly fine to use PLR as a post on your blog. I hear people ask about duplicate content all the time, and I think there's a lot of misunderstanding about duplicate content, so let's clear that up right now.

Google does not penalize your site for duplicate content. There is no duplicate content penalty, per se.

Google works to serve up the best source of content for the search term they're digging for, so they'll try to determine the original source of the content and hide all those that are not as relevant.

Google has found a way to algorithmically determine which content is most useful, and also rewards unique content that appears to have added value.

With that being said, the best way you can help yourself and make sure Google loves your PLR content is to change it up a bit.

I can hear you groaning now, but let me assure you this is easy and will take you five minutes.

Here's a checklist of what I do to PLR to make it unique.

- ✓ Change the title a bit. Make it some variation of what it currently is. Here's an example of what I mean:

PLR title – Symptoms of Tinnitus

Your New Title – Signs and Symptoms of Tinnitus

See? Pretty easy.

Write a new introductory and closing. Just 3 or 4 sentences each is all it takes. Remember that you're writing for the web. Keep the sentences short and punchy.

- ✓ Go through the body of the content and see where you can logically break things up. Use headings and subheadings to change the look and feel of the content.

Do these few simple steps and you will be far, far ahead of your competition. Remember, they are most likely a bit lazy and will take the easy way out. Taking a few simple steps like those outlined above will help you a great deal.

Bonus Tip: Add some images, or embed a video... But you probably already knew that...

**Email Series** – If you ask me, this is THE best way to repurpose PLR. I've done this so many times I've lost count.

If you're new to email marketing, some of the pieces and parts can seem daunting or even overwhelming. There's plenty to learn inside of the platform, no matter provider you choose, just to get to the point where you're sending emails.

On top of that, now you have to come up with content for your series of emails after you get someone to sign up.

That's in addition to of all your blog writing, social media posts, etc.

Why not take some of the pressure off yourself and leverage high quality PLR to do some of the more mundane tasks associated with running a profitable business.

Think of it like this: Can you afford to hire a Virtual Assistant at this stage of your business development? If you can, great!

But most of us just starting out have to do everything ourselves, and in some ways that's actually preferable because we get to see exactly what's involved with each process. Then, when it's time to outsource, we're able to create templates that guide our VA's so they operate as efficiently and effectively as possible.

So I want you to consider your PLR provider as a Virtual Assistant for your business. Only you're going to pay them way, way less than you would a real VA.

Leverage your skills and "outsource" the more tedious, mundane tasks.

PLR is absolutely perfect for this.

## **Power Point Slides**

PLR articles break down really well into Power Point slides. And you don't need to purchase any Microsoft products to get this to work for. Google Slides works just as well, and it's free!

Most PLR providers deliver your product in a number of different formats, usually a text file and also a Microsoft Word document.

Either way, it's simple to convert these to a slide presentation.

What I do is to simply create a subheading for each section where it makes sense to break things apart, make a slide out of this, and copy the section onto the slide.

You'll end up with 8 or 10 slides from a typical PLR article, and this is more than enough to create a good presentation.

But what should you do with your presentation?

Two simple things.

You can upload it to slide sharing sites to gain more exposure for your website. Some of the more popular ones are listed below.

<https://www.slideshare.net/>

<https://www.slideserve.com/>

<http://slideonline.com/>

The other great way to do this is to turn them into a video and upload them to your Youtube channel.

What's that? You don't have a Youtube channel?

Video is taking over the web, and many of the Google search results are now returning videos with all the other results.

Creating a video from slides doesn't mean your face has to appear on camera, although if that's something you're comfortable with then by all means, go for it.

All I do is narrate the slides while I'm recording the screen with low-cost screen capture software, such as <https://screencast-o-matic.com/>. I think it's \$1.50 per month at this time, so it's one of the cheapest and best investments you can make for your business. The learning curve is very easy and you'll be up to speed in no time.

Please investigate using Youtube in your marketing efforts. Embedding videos in your blogs posts leads to more user engagement and increased dwell time, which some SEOs believe to be a Google ranking factor. And you'll get extra traffic from your Youtube video channel as an added bonus.

## **In Summary**

There are dozens of ways to repurpose PLR content, but I've given you the 3 that I've found to most effective and easiest to implement.

I wish you great success in your business endeavors, and if I can ever be of any help, please don't hesitate to contact me.

Sincerely,

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