

**Position Yourself as an Expert Content Creator
Smart. Productive. Helpful.**



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Content Manager

Solutions for the Focus and Time Challenged Business Owner

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Content.

Google loves content, right?

As a smart business owner, you know you need a blog to market your business, get in the good graces of Google and get the attention of your customers.

So, you bravely step into the blogosphere.

You struggle with the tech side but finally get a blog launched and then you realize the real battle begins.

The Content Creation Battle

You fear not writing enough content. You stress over getting your next piece published on time, and you feel guilty when you ask for help.

You know you need lots of engaging content. You want it to be shared, commented on, and acted upon.

You evaluate your content and find the numbers upsetting.

As you try not to scream or pull all your hair out you ask...

How is this blogging thing helping me?

Is it even necessary for my business to have a blog?

To answer that question, let me throw out some statistics:

In the great big world of cyberspace, there were approximately **440 million blogs** (2011) ¹

Compare that to July 2017, Tumblr alone has **357.7 million accounts** ²

Approximately **36%** Fortune 500 companies have blogs³

Approximately **15 million** websites use the WordPress software⁴

There are **76.5 million** WordPress.com blogs⁵

Not only that, but over **409 million** people read more than **23.7 billion** pages every month.

¹ Source: <https://www.codeinwp.com/blog/wordpress-statistics/>

² Source: <https://www.statista.com/statistics/256235/total-cumulative-number-of-tumblr-blogs/>

³ Source: <http://www.umassd.edu/cmr/socialmediaresearch/2016fortune500/> and <https://fitsmallbusiness.com/business-blogging-statistics/>

⁴ Source: <https://fitsmallbusiness.com/business-blogging-statistics/>

⁵ Source: <https://www.codeinwp.com/blog/wordpress-statistics/>

30% people believe Quality Content is what makes a credible source⁶

Did you know that having a blog **increases** your chance of being ranked in **search engines**?⁷

or

B2B who use blogs get **67% more leads** ⁸

To view live stats on how many blogs are published daily visit WordPress Activity.⁹

But, often these blogs are abandoned and left to cyber cobwebs, and spam bots.

Will yours be next?

Maybe your experience with creating content is like this...

Ideas.

You brain storm blog post ideas.

Write.

You write blog posts.

Promote.

You promote your blog posts.

Silence.

Crickets.

Zip, zilch, nothing.

You give it more time to WORK.

Still, nothing.

The only people who know about your blog are the spammers and bots.

They tell you things like...

- best blog ever
- great post

⁶ Source: <http://socialmarketingwriting.com/how-to-build-a-credible-blog-infographic/>

⁷ Source: <http://www.techclient.com/blogging-statistics/>

⁸ Source: <https://expresswriters.com/blogging-statistics/>

⁹ Source: <https://wordpress.com/activity/>

- never have I seen the genius of writing as I have today. I must follow you.
- I see you aren't in the top of the SERPs. Let me help you Google Top.

Defeated, you abandon your blog.

You try something else.

And, something else.

And...

You're lost in **the spiral of "something else"** further away from your goal of attracting new leads and customers.

What do you do?

Help.

You're going to need to say that a little louder.

I know it's tough, but there is no shame in asking for help (or receiving it).

Believe me, I was the girl who never asked for help. Always had to do things herself. Never worked well in groups because I often did all the work myself – complaining all the way.

You might be...

- Limited by your marketing budget
- Limited by time
- Limited by your writing ability
- Limited by the type of help you can hire

Even with all these limitations, you still face the content creation beast with all your strength and plead for help.

I need help!

But, you just can't afford the help you need.

And when you find someone, you find they just don't get what you're trying to do or worse, they disappear.

So, you ask yourself...

How do other businesses do it?

Why is this not working for me?

Is it something I'm doing or is blogging just another scam that big business coaches and internet gurus sell to the unsuspecting small business owner?

The first thing I tell my clients is...

You must see your blog as part of your marketing campaign.

It's simply a billboard, a social media post, a radio ad, a television spot, etc.

It is your home base for your online presence.

It is not your personal journal but a **tool** to educate your leads, buyers, and customers.

How can you turn this tool into something that works FOR your business without draining your energy, your money, or your sanity?

After managing content for the past 12 years I've found there are **6 Pillars** to a strong content marketing strategy.

They are...

- YOU
- PLR
- Collaboration
- Curation
- Repurpose and Refresh
- Outsource

In this report I'm only going to highlight PLR. It's one of the 6 foundational helpers in winning the content creation battle.

Meet PLR, Your New Best Friend.

Back when I started writing online (2002) and blogging (2007) I came across niche internet marketers. Some hired me to rewrite their PLR.

This abbreviation is not common among small business owners, but it is very popular among internet marketers. And, these 3 letters are going to help your business tremendously.

You Ask, “What’s PLR”?

Exactly my question when I started this whole online adventure. I was told,

“It’s private label rights content”.

Well, that didn’t enlighten me at all.

“It’s content I bought the rights to use on my website.”

Oh, okay, so a writer? I asked.

“Yes, but a little different. The writer writes the content once and sells the rights to the content to multiple people.”

Hmm. That doesn’t seem helpful. Won’t a lot of people have the same stuff?

“Yes, a lot of people buy the same content but that doesn’t mean we’ll all publish it online. Some people use it for print publications and others use it for their membership sites.”

I ask...

But, isn’t that kind of slimy, dishonest? You write a blog that your readers follow thinking you’re writing it. Doesn’t that seem fake to you?

“As a niche internet marketer, I run multiple blogs. If I were to hire writers for all of them, that would be crazy expensive, wouldn’t it?”

Yes.

“Instead of hiring an individual writer which could cost up to \$50 or more per article, I hire a writer who writes a single piece of content for a fair wage, which she allows 100 or so buyers to use any way they choose. This helps me, and it helps her. She doesn't have to write for poor wages at content mills and I don't have to spend all my time writing.”

Okay.

I understood a little more, but since I was being paid to rewrite the content and schedule it out on her WordPress blog, I let any uncomfortableness I felt pass.

Fast forward, to 2017.

I've rewritten so much content for high-end coaches, internet marketers, and famous bloggers I'm used to this behind-the-scenes “secret”. These people earn a very comfortable living. Often 6 – 7 figures. They must know something, don't you think?

In 2015, when I started focusing my time on being a virtual assistant, I finally had my “a-ha” moment with PLR. I can use this stuff to create products for my clients.

I use PLR content to make social media images, slides, infographics, micro-blogging content and more.

It allows me to comfortably earn a sustainable income (aka known as “not working 24/7”) and provide the content my clients need.

I'm finally coming out from behind-the-scenes to share this secret. To give smart business owners the tools to make their lives easier and more productive.

There is no shame in asking for help neither should you feel guilty for using PLR content to supplement your own writing.

The 411 of PLR Content

Private label rights is a license for prewritten, researched, and organized content you purchase to use, customize, or sell.

But really, it's simply a content co-op.

You see a PLR provider manages and contracts with freelance writers, ghost writers, graphic designers, and even virtual assistants.

She does this to meet the demand of content her clients need.

Clients go to the PLR provider for help. They need blog posts, social media graphics, video, audio, slides, infographics, planners, templates, eBooks, short reports, spreadsheets, etc.

Isn't PLR just plagiarism?

Plagiarism is the practice of taking someone else's work or ideas and passing them off as one's own.

However, you bought a license to use and edit the content as you choose. You are given permission to put your name it. To claim ownership and authorship.

Licensing Content – A Billion-Dollar Industry

Entrepreneur.com defines Licensing as:

A business arrangement in which one company gives another company permission to manufacture its product for a specified payment.¹⁰

Did you know...

90 percent of the \$160 million a year in sales at Calvin Klein Inc. comes from licensing the designer's name to makers of underwear, jeans and perfume.

IBM, attributes \$1 billion a year of its corporate sales to licensing.

Licensing is a billion-dollar retail market worldwide.

*A license is, in essence, **a tool**, and **when used well**, it's an extremely cost-effective marketing tool.*

Why Use PLR content?

¹⁰ Source: <https://www.entrepreneur.com/encyclopedia/licensing>

It Saves time. It Sparks Ideas.

Why spend your time brainstorming new ideas, researching ideas, writing and editing ideas when you can have a foundational piece to jumpstart your content.

Confidential Secret You Won't Believe Until You See It

When you enter "What You Should Post on Social Media?" into Google search you receive 81+ Million results. That's a lot of people struggling with creating and finding content.

Here's a little-known secret of the Pros:

Successful Small Businesses don't write all their content!

As a virtual assistant, I curate and rewrite content for small businesses and bloggers.

I write original content or content based on their writing BUT, I also use PLR also known as done for you content.

Now you know what PLR content is and Why it's useful and How it can save your time, sanity, and money, let's look at where to find it.

Where to find PLR Content Worth Buying?

Buy Content from reliable writers and sources for your business blog.

I wouldn't recommend typing PLR into Google and finding it that way. Not everyone believes in producing quality content.

Quality content is well researched, factual, grammar and spell checked.

Do your research. Ask around.

Who do your colleagues get their PLR content from?

What backgrounds do the writers have?

Does the content include reliable sources?

How many people have the rights to the content?

Buying content for \$5 on Fiverr is probably not the best solution.

Reputable Sources of PLR content are out there, here's where to you find them.

Look for providers that have been at this for a long time.

My friend Alice Seba, has been running profitable online content-based businesses since 2002.

Nicole Dean, a top internet marketer, and owner of Easy PLR, shares what she defines as quality PLR below (and I agree):

Quality content means *that it is spelling and grammar error free. It is on a topic that you write about and fleshed or detailed (and researched) out content aka no fluff.*

The number of licenses sold is another thing to look at. The writers I share below limit sales to a little over 100. This means you won't find thousands of people sharing the same thing.

Nicole believes in value, so she suggests assessing the value of the PLR not only by the quality specs above but by what the writer/provider gives. (bonuses, helpers, suggested affiliate products to recommend etc.)

Then, check with other business bloggers. Do they hire out their writing? To Whom?

You can join Facebook groups like Practical PLR, Piggy Makes Bank PLR, and PLR Mastermind. You'll find writers as well as the producers (They hire writers to make content packages).

Finally, after you've done a little investigation, try PLR content out.

Here are Free Samples – <http://saraduggan.me/freebie>

Here are some friends who I often work with:

- [White Label Perks*](#) – for done for you lead magnets
- [Totally Courses](#) – for done for you courses (seriously, premade video courses, cool, huh?)
- [Buy Healthy PLR*](#) – for those in the health niche
- [Easy PLR*](#) – for articles and short reports in multiple niches including business, health, finances, and debt, lifestyle, food, Tech, family, holidays, travel, and success.
- [YummyPLR](#) – for food bloggers (you won't believe the top food bloggers who use this stuff) and these packages include photos. ^_^
- [Buy PLR Today*](#) – for multiple niches but a large focus on Health and Wellness niches (be sure to sign up for [Sue's 31 Day PLR challenge*](#) – helpful for organizing and using the content)
- [List Magnets*](#) (formerly DIY PLR) – this is one of the sites my friend Alice Seba owns. Lots of good stuff here.
- [Piggy Makes Bank*](#) – a very popular site for bloggers who use done-for-you content. Includes a membership for the Self-Improvement niche (I subscribe to this membership) and NEW for October – business niche.
- [Kitchen Bloggers](#) – for (you guessed it) kitchen bloggers.
- [Coach Glue](#) – especially for coaches. Lots of great stuff here: premade monthly group coaching programs, ready-made planners, journals, templates, webinars, workshops with scripts, pre-made newsletters and emails, and fill-in-the-blank social media posts. (I purchased a package of 65 done-for-you blog posts)

Who Uses PLR?

Marketers use PLR content all the time for their niche sites. Coaches use PLR for their webinars and coaching calls. Surprised? Don't be.

Lawyers and Doctors use PLR for their blogs. Even a top toy store/baby store uses PLR content.

Most successful business owners know their limits and value their time. PLR saves them time allowing them to work on what makes them money and serves their clients/customers best.

How to use PLR Content

Buying PLR blog content saves time and money, that is a fact.

One pitfall is if 100 licenses are issued, there's a small possibility all will publish it on the web.

Often, I'm asked how to use done-for-you content?

How can I make it sound like my voice?

How can I make it original enough so it's not like everyone else who bought it?

Step 1: Buy PLR Blog Content

The first step to using done-for-you content is to buy it.

Not sure who to buy from? Read this post with my [Top 10 PLR Providers](#).

You can also try free blog content from PLR writers. I have [7 free samples here](#). (opt-in required – my list for Done-for-You content and training for bloggers)

—>> [Here's a non-opt-in list of samples](#)

Choose a topic, opt-in to receive your free PLR and download it.

The sample I'm using to demonstrate the [content transformation](#) process is [Disaster Preparedness*](#) provided by PiggyMakesBank.

Step 2: Open and Review Your PLR Blog Content

Once you buy your content, unzip the file and review all the pieces.

Some packages just have articles others include Tweets, images, and infographics.

Before starting I highly recommend you make a backup copy.

You don't want to make changes to the original or accidentally delete it.

—>> Side Note: This is a perfect time to sign up for Sue's of Buy PLR Today's [30DayPLR challenge](#). Lots of great information on organizing and using PLR.

Step 3: Select the Piece You Want to Use

After you buy your blog content, unzip the file, and review all the pieces, select one piece to use.

I've selected Five Must-Have Supplies That Should Be Part Of Your Disaster Preparation.

Now, read through the entire text.

- Does anything stand out to you?
- Does an expert come to mind?
- How about a famous quote?
- Do any products jump out at you?

This piece mentions water, non-perishable ready to eat food, weather radio, flashlight, batteries, and a first aid kit.

What sticks out to me is safe water storage. Here's why...

Over the summer I started storing water.

I cleaned old plastic containers, filled them, taped them shut, dated and stored them.

To my surprise, mold started growing inside the bottles.

I had to pour out all the water and recycle all the bottles.

My water storage efforts were in vain.

Knowing my real-life experience, I want to 1. know how to safely store water and 2. warn others of my unsafe discovery.

This is a perfect story to add to this content. I'd also research storing water safely.

Products that come to mind are solar radio, water filter, solar lamps, flashlights with batteries taped to the side, edible non-perishable food sources, and first aid kits. (special needs, allergies, health issues).

I haven't written a thing.

This all came to mind as I read the PLR blog content.

Step 4: Preparing your Content for Publication

First thing, make a copy.

I'm pointing this step out twice because there's nothing like losing paid content.

I've done it.

I bought a package of 52 emails, articles, and a short report as well as over a hundred products on a dime sale.

All of it disappeared into the ether when my computer's hard drive crashed.

Nope, I didn't think it necessary to backup my computer back then. (silly Sara)
Next, upload the articles into your WordPress drafts and save.

Tip: Use a Plugin like [Content Valet](#) to save time (a very nice gift for your virtual assistant)

All that's left to do is transform and publish.

[Grab this checklist](#) of questions to ask when transforming content.

Here are a few things you'll want to keep in mind when editing your PLR Blog Content:

- Research keyword-phrase
- Change Headline
- Change the Subheadings
- Change the introduction
- Add transitions
- Add Conclusion
- Add personal anecdotes, stories, examples
- Add quotes (relevant or from experts)
- Add statistics or research
- Add images
- Add tweets
- Add an infographic
- Add a video or screenshot or screen capture
- Share an explanation or an expert interview

There certainly a lot more you can do, but this will get you started.

When to use PLR content

Use PLR content whenever you are time-starved. Upload the articles as drafts in your WordPress dashboard after you purchase a package of content and you'll have a bank of blog posts ready to use.

Use PLR content to jumpstart your creative mind when writers block sets in. Sometimes all you need is to read an article to jumpstart your next blog post.

Use PLR as the foundation for digital products.

Use PLR as freebies to grow your list or to offer as giveaway prizes.

Let your imagination (and the content) guide you.

Summary

By now you can see the value of using PLR content as part of your overall content marketing strategy. It saves time, saves money over hiring an in-house writer, and saves your sanity. No more worrying about content or stressing over next quarter's content.

This is the exact process I use to rewrite PLR blog content for clients. Would you like to learn or have your virtual assistant learn? I host a Get It Done Day the last Saturday of each month. 4-hours of virtual co-working. Together we'll transform your done-for-you content into 30 social media posts and images, 5 blog posts, 5 email messages, and even a short report. [Learn More Here](#).

Resources



[Content for Business Bloggers](#) – my private Facebook group where I share PLR deals as well as how to transform it into content for your business.

[Social Media Management](#) – for those who just need someone to schedule their content for the week

[Blogger's Assistant](#) – blog maintenance, tech support, uploading and scheduling posts, and comment moderation



About the Author

Content manager for busy business bloggers. Ask me how my 6-Pillars of Content can set you up to win the Content Creation Battle.

[@SaraAssistsYou](#) on Twitter or Facebook

Plus, I have some clever productivity solutions for focus challenged entrepreneurs.

Interested in transforming your PLR Content? Learn About My Popular Get It Done Days (virtual co-working days)

<http://saraduggan.onlinesalespro.com/gidplr>