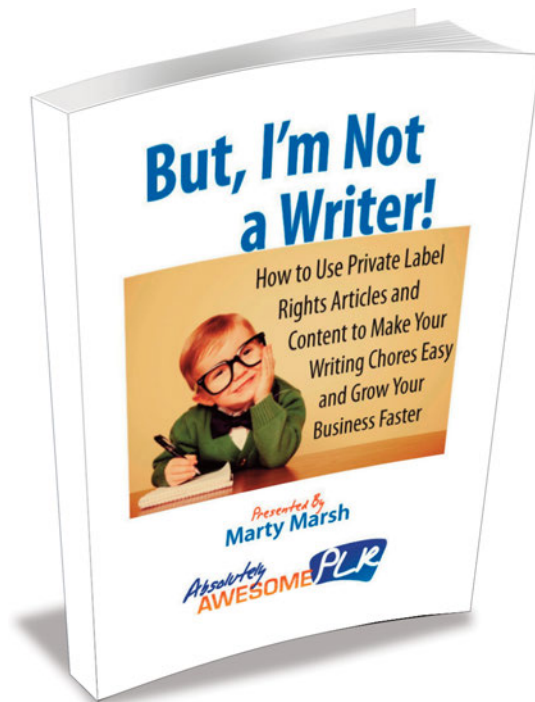


# But, I'm Not a Writer!



*Presented By*  
**Marty Marsh**

**Find Done-4-You Content at  
[www.MartyMarsh.com/PLRStore](http://www.MartyMarsh.com/PLRStore)**

BUT, I'M NOT A WRITER!

## Disclaimer

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# BUT, I'M NOT A WRITER!

Dear Business Owner or Professional Practitioner,

## Does this sound like you?

You know that the written word is key to growing your successful business or practice but you...

- Don't consider yourself to be a writer?
- Just plain hate to write?
- Don't have time to write?
- Need just a little boost to get started writing?

When I'm consulting with clients about marketing their business, most of them tell me how much they hate to write. And that's usually because most people don't consider themselves to be writers.

Besides worrying about using proper English grammar and spelling words right, they worry most about WHAT to write. They tell me that if they can just get started writing, they can usually find some momentum and keep going.

That is, if they can even find the *time* to write. It's true. Writing can be a time consuming activity. But these days, writing is SO necessary for communicating your ideas that lead to you making sales, that *not* writing is no longer an option.

If you see yourself in the questions above and find that continually trying to come up with ideas for blog posts, newsletters, and ezines to be a challenge — or if you could just use some help in getting started with a writing project — then PLR — Private Label Rights — content is just what you need!

Read on to learn how PLR Content can solve your writing problems forever!

All the best,



Marty Marsh



Marty  
Marsh

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## What is PLR Content?

**Private Label Rights** content can be articles, reports, and ebooks that are pre-written by someone else, then sold to you with a license that allows you to use them as your own. Usually....

You can use PLR “as is” and just put your name on it as if you wrote it yourself.

You can change it up — which I recommend that you do — and put your name on it.

You can compile a collection of articles into an ebook that you can give away or sell.

In short, depending on the type of license granted with your purchase, you can pretty much do whatever you want with the content, other than reselling it as PLR.

**PLR can be extremely helpful for you to use to help you promote your business.** There are many ways to use PLR, not just one right way. Some folks will tell you that using PLR is just a waste of time, but I disagree. They’ve either tried to just paste badly written material right into their blog without rewriting or fixing it and/or putting their stamp on it, or they bought it and haven’t done anything with it at all.

**Having content at the ready means you can blog consistently, have products to sell more often, build your expertise quicker, and much more!**

The real beauty of using PLR is that it is content that you can fiddle with a little and end up with something totally unique — something that is totally yours — in a short time, saving you both time and money.

### **In this report you’ll discover:**

- Ways you can customize the PLR you buy without having to re-write it.
- A variety of things you can do with the PLR you buy.
- Ways to grow your mailing list with PLR.

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And, some Frequently Asked Questions that I get all the time about PLR that will help you further understand just how valuable this “tool” can be to help you grow your business faster.

*Note — The questions I typically get are about PLR articles and PLR products, so you'll notice a question might pertain to one or the other and not always both.*

**I've been using PLR to enhance and grow my business for years now and I think you should, too.** Besides the high-quality articles I'm providing at my PLR Store where you got this report, [martymarsh.com/plrstore](http://martymarsh.com/plrstore), I'll also let you know about other PLR from the best providers I can find. After all, I can't do it all, and yet, there are just a handful of PLR providers that I can comfortably recommend.

Please, if you have ANY questions about using PLR content that didn't get answered in this report, either call me on the phone at 206-290-7901 and ask, or send an email to me at [marty@martymarsh.com](mailto:marty@martymarsh.com).

Now, read this report, absorb the ideas, then get yourself some PLR and start making some money with it like I have.



## 19 Ways to Customize PLR without Rewriting It

Many people talk about the need to rewrite PLR before using it, but if you have to rewrite every word of it... what's the point of using it in the first place? There are plenty of things you can do to customize PLR to make it more personal and relevant to your target audience. Here are 19 of those ideas.

**1. Insert your own point of view into the content.** This is the easiest and most straightforward thing you can do. Adding your own unique thoughts will allow you to connect with your audience better.

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**2. Add examples.** Everybody loves examples and it makes content much easier to absorb. Add them wherever you can.

**3. Create worksheets or checklists to complement the content you publish.** If you've got a how-to article or report, taking a few minutes to give your readers an extra like a worksheet or a checklist will go a long way.

**4. Add photos or other images.** You can pay for images at places like [www.istockphoto.com/](http://www.istockphoto.com/) or [www.photos.com/](http://www.photos.com/) You can also find free photos at [www.morguefile.com](http://www.morguefile.com) and clipart at [www.openclipart.org](http://www.openclipart.org). Make sure you read the licensing requirements carefully any time you use a photo. Images help your content stand out and can create a visual reinforcement of what the content is all about.

**5. Make your own drawings.** If you've got an artistic flair, consider making your own drawings to illustrate your content. Art is very personal and gives your readers a real glimpse into who you are.

**6. Add statistics and facts for further credibility.** Look for related facts that you can use in your content. There are a variety of websites that provide statistical information, including many government websites.

**7. Include relevant quotations from famous people or from you.** Often those quotable quotations are what people remember more than the actual content itself. There are a lot of quotation websites like [www.brainyquote.com](http://www.brainyquote.com) and [www.quotegarden.com](http://www.quotegarden.com) where you can find good quotes.

**8. Add your own formatting and punctuation.** If you format your content in a certain way, you can apply this formatting to your PLR as well. Whether it's bullet points, ellipses, or a block quote style in your WordPress theme, use this to make your content more personal

**9. Use the content as an addition to a product you've created from scratch.** If you've already got a product you've created, adding PLR can fill in some gaps and the overall flavor of your content is still completely original.

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**10. Add links.** Include useful links to resources, tools and products that your target audience would be most interested in.

**11. Brand your reports with your logo and other unique images.** This is simple to do and only takes a few minutes, but gives your report a polished and branded look. You can even create a template that you use for all your PLR reports.

**12. When it comes to reports, add an introduction and conclusion specifically from you.** This can make all the difference when getting your target audience's attention and showcasing you as an authority in your market.

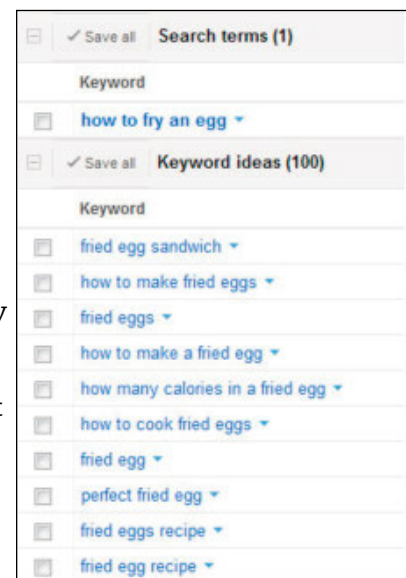
**13. Keyword research and optimize for a new phrase.** If your target market is interested in specific information, do some research to find out what phrases they are most likely to search for. Then optimize your content for those phrases.

**14. Include charts, graphs and diagrams.** Not only do they make your content stand out, but charts, graphs and diagrams can make it easier to understand and digest your content. Just going that little extra mile can make all the difference.

**15. Niche it.** General content can be adapted to specific niches. For example, a general article on weight loss could be altered to target women after pregnancy, diabetics and other groups.

**16. Case studies and personal stories.** If you've got clients who have experience with a specific topic... or if you have that experience yourself... share it in your content. People love to hear stories about other people who have gone through or are going through same thing as them.

**17. Add videos.** You can create your own videos or you can find relevant videos to embed from YouTube. Videos can provide further ideas, opinions or demonstrate a process shown in the written content.



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**18. Add product recommendations.** If you have personal experience with products related to the content, include that information. It's useful to your readers and shows you have experience with the topic.

**19. Current events and news.** Make your content more relevant by using current events to further illustrate a point. Not only is it helpful to your readers, but it also shows you as someone who is aware of what's going on and what matters.

**Rewriting content completely just isn't necessary and may, in fact, slow you down even more.** Making small adjustments can go a long way to making content more useful to your readers and still help you stand apart from the crowd. You can use one of these ideas in each piece of content you publish or incorporate a few ideas for an even more useful and original piece.



## 39 Things You Can Do With PLR

**PLR content is a great cost-effective time saver for your business.** It's ready-made content that you can publish, edit and monetize... just about any way that you'd like. There are so many ways to incorporate PLR into your business and I'm sharing 39 of them with you here.

*Just note, you should always check the terms of service for the PLR you purchase just to make sure that you can do all of these activities.*

**1. Add PLR to your blog or website.** PLR articles are simple to use. Just post them to your website, add product promotions and any modifications that you'd like.

**2. Post it in your membership site.** If you've got a membership site or are thinking of starting one, PLR is an easy way to fill it up with great content.

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**3. Use it in your newsletter.** One of the worst things for newsletter publishers is not being able to come up with topics to write about. Having PLR on hand makes it easy to create newsletters on the fly.

**4. Load up your autoresponder.** You can choose a more automated method of email marketing by adding a bunch of PLR content as prescheduled messages in your autoresponder.

**5. Promote your mailing list by giving some quality PLR away as a gift.** You can use PLR reports or bundle up articles to create something valuable that your target market is interested in.

**6. Attract search engines.** Do some keyword research and optimize for your chosen phrase. HINT: You cannot buy “pre-optimized” PLR because trying to target the same keyword phrase everyone else is using doesn’t work. You have to do your own research.

**7. Make an ecourse.** Take a series of related articles and make an email course with 5-7 emails. Ecourses are a great way to attract new subscribers to your list and give you an opportunity to make a subtle but powerful sales offer.

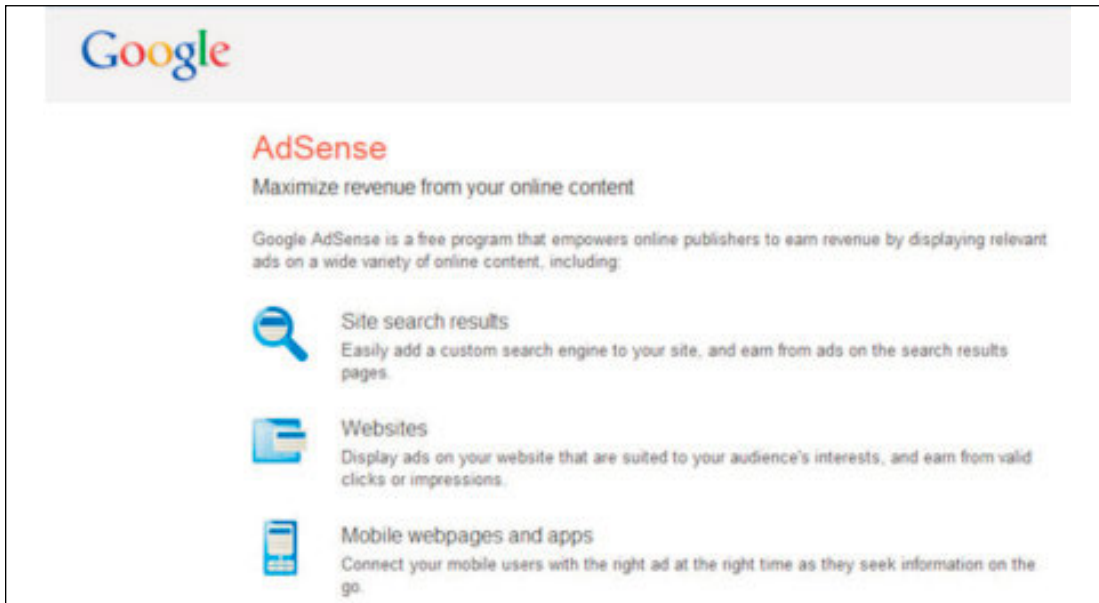
**8. Promote products by adding a link to a relevant offer.** If you want to promote specific products, find PLR that complements those products and use the content to warm up your prospects into buying.

**9. Break up ebooks and reports into blog posts or articles.** Always make the most of your PLR purchases. Most ebooks and reports can be divided into a very informative articles series.

**10. Make recipe books from PLR recipes.** Everybody loves recipes and they produce a huge number of searches online. Not only could you publish recipes to your site, but you can put them together into a themed cookbook for more exposure. Just make sure that publishing recipes is relevant to your audience.

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**11. Use them to display ads like Google AdSense or sell ads on your site.** If you are an AdSense Publisher, PLR is like a dream. It's ready-made content that allows you to display more ads.



**12. Make PLR into a downloadable bonus offer for your info product.** Adding value to your info products can increase your sales, allow you to command a higher price and improve customer satisfaction.

**13. Print out some PLR and include a booklet with your orders that you send through the mail.** If your customers buy a dog collar, for example, wouldn't they be delighted to get a booklet about dog training at no extra charge?

**14. Use the content to create an info product.** Gather up some of the best PLR articles, reports and other content to create a valuable information product that you can sell.

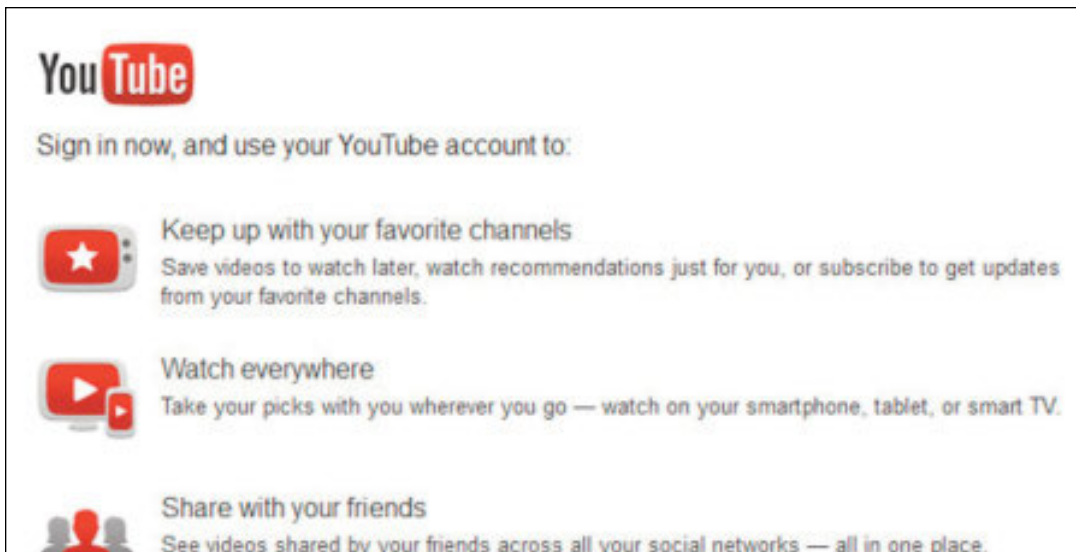
**15. Give articles to your affiliates to promote your product.** You should check with the terms of the PLR you purchased, but many will allow you to have your affiliates publish the content, as long as they don't make any edits.

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**16. Create branded reports for your affiliates to publish.** Along the same lines of affiliate articles, you can also put together reports with your affiliate's links inside.

**17. Create an audio recording or podcast.** Not sure what to talk about in your next podcast? Grab some PLR and a lot of the work is done for you.

**18. Turn the content into a video.** Whether it's a talking head video a demonstration of a how-to article, PLR offers a lot of inspiration for video creation.



**19. Make a community review site** by publishing PLR product profiles and then allowing your visitors to add their own reviews.

**20. Make printed booklets and distribute them locally to stores and offices.** Choose businesses that target a similar customer base to yours. Many will gladly display your free content and give it away on your behalf.

**21. Use the content for an advertorial in a newspaper or other print production.** Advertorials are ads that are written in an editorial style format. PLR gets a lot of the work done for you.

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**22. Translate PLR into other languages to reach new audiences.** It's a big wide web out there and you can tap into other markets by offering content in different languages.

**23. Make PLR into CDs or DVDs you sell.** People still like to get stuff in the mail and the great news is, CDs and DVDs are cheap to mail. Plus, it is always ideal when you get postal mailing addresses from prospects so that you can use direct mail to reach them.

**24. Create websites using PLR that feed into you main website.** Small targeted websites are a viable way of driving traffic into your main site.

**25. Build a website with PLR and flip it.** You will likely need to purchase resell rights PLR for this purpose, but it's a snap to fill up a site with ready-made content and then sell it.

**26. Use it as inspiration for your own original content.** When you aren't sure what to write about or what facts and information to include, PLR can be a great inspiration.

**27. Use the content to create an informative press release.** Informative press releases are the ones that get picked up and shared. By using content as the basis for your press release, you increase your chances of getting noticed.

**28. Stock up on PLR before you go on vacation or when you will be away and schedule it to publish while you're gone.** Now there's no need to worry about what will happen with your blog when you're gone.

**29. Rewrite the content completely, so you can submit it to article directories and as guest blog posts.** Many people prefer to simply rewrite the content, so they have original text, but base their ideas on the PLR article.

**30. Use the content for presentations and workshops...** you can even find slide shows with PLR rights that might come in handy. This will cut your preparation time dramatically.

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**31. Use PLR snippets to answer questions on places like Yahoo Answers.**

Being helpful is a great way to build your reputation in your community.

**32. Share the content on social media.** Post particularly interesting articles on Facebook, Google+ and more. These networks allow you to post longer bits of content.

**33. Break up tips articles into individual tips and post them to Twitter.** You can even use a tool like Hootsuite.com to schedule the tweets automatically.

**34. Create a report or ebook from PLR and give it to your customers as your no-strings irresistible free gift.** Some time after your customers have made the purchase, surprise them with a handy extra to say “thanks.” They’ll love it!

**35. Make print books using a print-on-demand service like CreatSpace or Lulu or LightningSource.** Sure, ebooks are very popular these days, but many people still prefer to get their hands on a real live book. (And Amazon frowns on Kindle ebooks created with PLR content.)

**36. Bulk up an existing info product with PLR materials.** Go through your information products and see where you can add more information, tools and helpful guidance.

**37. Use the content for a webinar or teleseminar.** You can make it a free event and build your list with it or charge for entry.

**38. Make individual landing pages for your pay per click campaigns.** Pay per click providers like Adwords like to see useful content on landing pages. PLR makes it easy for you to create an informative landing page.

**39. Use the content to create an information mobile app.** Create an information library or a how to app that will be useful to your target market.

PLR is a very versatile tool for your business and can be used in many ways. As you can see, you can actually use the same PLR over and over again for different purposes, so always use your purchases to the fullest.

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## How to Grow Your Mailing List with PLR

**We've all heard the saying, "The money's in the list" and it's absolutely true.** Website visitors come and go, but subscribers to your mailing list are people you can contact over and over again. Of course, growing your list takes time and effort, but you can make it a whole lot easier by using PLR in a variety of ways. In fact, I've got plenty of ideas for you right here.

**1. Offer a PLR report as a valuable free gift with opt-in.** This is the most obvious use of your PLR because it's a powerful strategy. Just asking people to sign up for your newsletter isn't enough these days. You have to give them a reason to sign up and a useful report can help you do just that.

**2. Repeat #1 many times over.** The more free gifts you have out there, the faster you'll grow your list. Don't just stop at one report. You can offer a variety of reports to better target your subscribers and get more people on your list.

**3. Publish PLR articles on your site and include a relevant recommendation for one of your free reports.** Whenever you publish an article or a blog post that is on the same topic as one of your reports, mention that in the article. Tell them you have this fabulous free report and tell them where they can get it.

**4. Create a video from PLR content that also promotes your free report.** Along the same lines as #3, you can create a video that directs your viewers to claim your free report. PLR with how-to information is easy to turn into a how-to video or you can do a compelling talking-head video if you prefer.

**5. Create an audio recording or podcast that promotes your free report.** Whenever you record yourself reading your PLR content, always make sure you mention your free report and where and how to get it.

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**6. Create a free membership site filled with quality PLR content.** A free membership site is a very easy way to get people onto your list. They have to register for the membership to get all the valuable content, so you'll be able to contact them over and over again.

**7. Offer a bonus product for someone else's product and have customer opt-in to get the gift.** Find a popular product seller that you already know or look for popular products on ClickBank. Ask the owner if you could offer a free bonus.

**8. Run a free webinar or teleseminar.** Free events like this can attract a lot of new subscribers and you can create your script from PLR content. Just create a subscription form that requires the user to register and then you can deliver the webinar or teleseminar information on the thank you page.

List building is much easier when you have the core content components all ready to go. By using PLR, you can set things up quickly and then spend more of your time promoting your offers and growing your list more quickly.



## Quick Answers to Your PLR Questions

### How do I make a PLR product original or unique?

Here are the steps to take, in order, to turn PLR into your own product:

**1. Change the title.**

Do this as the first step in making your product different. Do some keyword research and put your keywords in the title to attract organic search traffic. Make the title interesting and provocative. Remember, the title is what makes people want to read more.

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## **2. Get a new cover made.**

Even though you may have gotten graphics with the PLR, you might want to think about getting new graphics done. Remember, you're making the PLR your own unique product and giving it a new title. Order this first as it can take a few days. While your new cover is being created, you can spend that time re-working the PLR.

If you don't already have a graphic designer in mind, my design and printing company, MartyInk.com, offers a full graphic design service that includes creating custom cover graphics as well as the layout of your entire ebook or special report project. Visit [www.MartyInk.com](http://www.MartyInk.com) to learn more.

## **3. Change the product.**

The easiest way is to add value. If the product has 5 bullet points, add 2-5 more. Or add a few more sentences to each bullet giving further explanation or examples. If the PLR product has 7 chapters, search and find 3-5 PLR articles on the subject that you can add, using each as an additional chapter. Think about what might not be covered and could be — that's what you want to add.

Add YOU to the product. Briefly introduce yourself in the introduction, maybe adding some of your personal story (as related.) Also include other people's stories or examples.

Add audio interviews you've done that apply to the subject or record a Camtasia video or Power Point presentation to go along with your product.

Add bonuses, which can also be derived from PLR products. For example, if your product is on dog training, you can add a bonus report you re-worked from other PLR on the specific topic of puppy toilet training. Sometimes it is the bonus item that makes someone decide to purchase.

## **4. Add headers and/or footers with your name and URL link.**

You always want your readers to remember where they got your information so be sure that you always include your name, your web URL and possibly your phone number on every page of your content. You want them to memorize your name and website URL!

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## **5. Add boxes, colors, borders, pictures and screen shots.**

A report or ebook looks much more polished once you add these touches. This is fun if you're the creative sort, but don't stress out if you're not. Simply get ideas from other reports you see or hire a qualified graphic designer to help you. (See #2 above.)



**Great Idea:** Boxes are the perfect place to put tidbits of information you want to emphasize, or that don't seem to fit anywhere else.

You can experiment with borders, but generally, you'll want to keep them low-key.

Keep the number of colors you use to a minimum. The same goes for fonts. You don't want your new content to look like a ransom note!

PLR products can often be enhanced with images and screenshots. You can use <http://www.istockphoto.com/> or <http://www.photos.com/> for images and buy the smallest size to keep costs down.

Screenshots are perfect for when you're explaining how to do something. You'll need to find out how to capture screenshots for your specific computer, but that is easily found online or in other documentation.

## **6. Create the title page of your report.**

This is the first page of your ebook and should be kept relatively simple so that it is easy for your reader to print it out. Be sure to include your name as author (be sure to check the PLR license first about how to name yourself as author), your website URL, and any other contact information you want to put there.

Many people put a reduced version of the cover — or the 3D version of the cover — on the title page. (See the title page for this report for an example of this.)

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### **7. Add a legal notice/disclaimer or Terms of Service or a table of contents.**

You can copy the notice from this report if you'd like, but note that I'm not an attorney. If you use it, you take full responsibility. Be sure to change it up any way that works best for you.

If your ebook is longer, then a table of contents may be helpful to your reader, and if you know how, add clickable links to the Table of Contents to help your reader go straight to the section they want.

### **8. Add resources, promos, and/or promotional links.**

If you haven't already done so in the course of your re-writing, go back and add any of your affiliate links where appropriate. If you're giving someone helpful info about another product, and they buy, why not have them buy through your affiliate link?

Listing any resources you have at the end is also helpful to the reader. Do this with articles as well as reports and ebooks. If you have an affiliate link for a resource, all the better.

### **9. Clean it all up.**

Read it all over again and take care of errors. Nothing will make you look more amateurish than putting out a product riddled with errors. Break up long paragraphs and add extra white space wherever you can.

Your aim is to make it easier to read and not necessarily to follow the conventional rules of writing.

Make sure page breaks don't come at really inopportune times. You can always force a page break in a better spot if you want.

### **10. Turn the report into a PDF.**

If your computer didn't come with a PDF converter, you can use the free application, Open Office, to convert documents to PDFs. It should look sharp and professional when you're done.

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## The PLR article doesn't quite fit with my website, how do I make it work?

Of course it *has* to be related to your site, but if it's an almost good fit, there are a few things you can do with it.

If the article details apply, but the main topic doesn't, you can change it. For example, if the PLR article is about baby boomers and you want it to be about seniors, you can change the words baby boomer to seniors, or if it's about stretching exercises for tennis you can change it to stretching exercises for soccer. Same with stress relief for men to stress relief for women. Of course you probably need to do some other tweaking in the body of the article, too.

If that doesn't seem to work, then keep the bullet points or main points and write a new intro and conclusion.

Lastly, if it's going to require too much work to sand off those square corners to fit in the round hole, then trash it or pay someone else to re-write it for you. No point wasting precious time when other suitable PLR can be found.

## I bought a PLR article pack but I have no idea what to do with it now.

I usually recommend you start with a need and then search for PLR, but sometimes you see a great package of PLR articles and you really like the idea of working in that niche, so you buy it.

Here are some of the most common uses for **PLR Articles**:

- Put the articles on your blog as blog posts.
- Bundle them together to make a short report and then use it as an opt-in report to get people on your list.
- Turn them into an autoresponder ecourse or series of emails to send to your list (and insert your affiliate links for products).
- Turn each into a podcast to post on your site.
- Use it for research to write your own articles.

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**PLR Products** are typically used for:

- Your own money-making product, which you make changes and add value to before selling as a complete product.
- Giving away in a Giveaway event or as an opt-in to grow your list.
- Taken apart and used as separate articles on a blog.
- Used as a bonus to your own product.

## What's the quickest way to make a PLR article 30-50% unique?

Change these:

Title

First paragraph

Last paragraph

Rearrange the first sentence in each paragraph in the body.

OR

Change the title and first paragraph and add a few more bullet points or tips, or include an example or a story.

Be sure to put your keywords in the title, first sentence (or as close to the beginning of the first paragraph as you can) and body of the article.

## Where the heck do I find the GOOD stuff?

Besides the content you'll find at Absolutely Awesome PLR — where you got this report — it's not always easy to find PLR, let alone the good stuff. To make it even harder, PLR writers usually like to create PLR on topics that are in high demand so they can sell more.

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- **Start with what you already have downloaded.**

Surprise! You might already have some decent PLR.

- **PLR sites I recommend:**

PLR Content at the PLR Store at [martymarsh.com](http://martymarsh.com) (of course)

Content Sparks

Coach Glue

Content Shortcuts

PLR MiniMart

All Private Label Content

- **PLR membership sites such as Nicheology or PLR Monthly.**

- **Warrior Forum**

Go here for recommendations. It seems there is at least one post a month on the Warrior Forum where marketers are discussing the best PLR writers.

- **The Warrior Special Offers section.**

You can often find PLR products or PLR articles listed for sale here.

- **Search online.**

Type in dog plr, internet marketing plr, wedding plr, etc. and then evaluate what you find. Next, do a search on the PLR writer and check out their reputation and any feedback you can find.



**Great Idea:** Check the Terms of Service or Licensing Requirements of each PLR so you know for sure what you can do with it.

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## How do I know if it's good? I'm not sure if I should buy it.

Good question! No one wants to spend time or money on crappy PLR. Here are some pointers:

Does the PLR site owner do all the writing? Or do they use writers who are native English speaking? Again, get feedback from places like the Warrior Forum. (Just so you know, here at the PLR Store, we only use native English speakers and writers for our content. We think we offer some of the best PLR available for self-improvement and motivational-type content.

If there is no sample of their work, ask to see one. Any reputable PLR writer or seller will happily comply.

Do a search and see if you see a ton of the PLR product already out there. That could mean they don't limit the distribution or terms of service and every one and their mother is passing it around.

Are you looking at a pack of 9999 PLR articles for free or nearly free? They're most likely not worth your time or money. Most were likely written by non-English speaking people.

If the niche is obscure and not a money-maker, don't bother cluttering up your hard drive, even if they're free.



**Great Idea:** If the PLR's sales page or website shows lots of errors, I would question the quality of the PLR itself.

# BUT, I'M NOT A WRITER!

## So what do I do if the PLR articles I bought turn out to be crap?

Sometimes our best efforts to get the best PLR are in vain, or we already have the PLR and would like to find a way to use it. You've got 3 options...

### 1. Ask for your money back and delete it.

Sometimes it's so bad it's not worth your time to try and salvage and most people who provide crappy PLR won't give you a refund anyway.

### 2. Improve the PLR yourself.

Depending on what's wrong with it, you have choices in how to improve the PLR. You can rewrite each sentence, take out the fluff, just use the best part and make it a short blog post, use the main points and rewrite them, or put the best parts of a couple of articles together for a new article.

### 3. Hire someone else to rewrite it.

You can outsource the rewrite; just make sure they are native English speakers. (Ask me for some excellent referrals to great "ghost" writers.) You can also try places like Elance, Odesk, or the Warriors For Hire section of the Warrior Forum, but do this with caution.

Of course you'd rather not have crappy PLR to begin with but sometimes you can salvage it pretty quickly if it happens. Other times, just delete it and walk away and be more careful the next time.

## How can I QUICKLY use the PLR product I just bought?

PLR should be your fast track to making some money! You're not starting from scratch and you don't have to do the research, so often, you should be able to get your new product up and running within a couple of days.

**1. Buy a quality PLR product.** Go with a producer you know and trust. OR find a PLR product already on your hard drive and use that.

## BUT, I'M NOT A WRITER!

**2. Look it over quickly and write a new title.** Do this first so you can order new graphics right away.

**3. Order any new graphics – header, footer, ebook cover.** You can often just get the ebook cover done. If you have some talents in the area of graphic design yourself or you own an ebook cover creator program and know you can make a cover quickly without spending a lot of time, go for it.

**4. While you're waiting for the graphics, go over the product in detail, taking it chapter by chapter.** Again, add value — short personal stories/examples, quotes and/or tips, graphics, screenshots, any pieces of other PLR you have that tie in with the subject, etc. Graphics and screenshots give any PLR product a big boost in value, but there should be a lot more text than pictures.

**5. Re-do the Table of Contents page, the Disclaimer/Terms of Service page, and the Introduction.**



**Great Idea:** Make templates of the intro, TOC, and TOS pages that you will use over and over so you can just copy and paste them into any new product you create in the future. You'll have to tweak them a bit, but overall, it will save you time.

**6. Add the new ecover graphic to your ebook to the Title page along with your name, website URL and contact info.**

**7. Now save your doc as a PDF.**

**8. Zip up your PDF and upload it to your website.**

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**9. If the PLR you bought also comes with it, re-do the sales page** with an HTML editor, add a payment button, and create a download page (This is the page that will give them the link to the download after they purchase.)

**10. Then promote it like crazy!**

## Can you give me some MORE ideas on what I could do with the PLR I have?

It really depends on the Terms of Service — every PLR provider can have different restrictions — but otherwise you're only limited by your imagination. And you don't have to keep the written word... written. Think audio, video, interviews, coaching webinars.

## How do I keep my PLR organized so I can find what I've downloaded at a later time?

Create a new folder on your computer where you know you can find it later and name it: PLR. Within that PLR folder, create new folders per topic or per provider and store the PLR in the appropriate folder. This way you can find them again.

For example, your PLR folder might have folders in it that say wah plr, im plr, cooking plr, Marty PLR, etc., and inside them will be the actual PLR you've purchased.

You can also write a note at the top of each PLR article about how you've used it and where. Hopefully you'll use it in different ways, not just one. Think about how you can rewrite and repurpose a quality bundle — blog posts, then a short report, forum post, guest post, audio recording, video script... the choice is yours!

# BUT, I'M NOT A WRITER!

## **And in the end...**

Obviously, I am a big fan of using PLR myself. It can truly help save time putting together your own products, and it can give you a lot of content to use in many different ways. This, in turn, can lead to you making money and ranking higher in the search engines.

I've been using PLR for my business for a long time and I think because of my experience with so many different providers that it makes me a better PLR provider, too. I know what I like best in PLR and that's the kind I take great pains to provide for you!

## **But it can't help you if you don't grab it, spiff it up, and put it to work!**

Be sure to check out the PLR Store at [martymarsh.com/plrstore](http://martymarsh.com/plrstore) often for new article packs and products that you can use in your own business, and never worry again that you are not a writer!

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# SIMPLE PUBLISHING

Articles...  
Blog Posts...  
Ezines...  
Newsletters...

We write them for you.

You take them, make them yours  
and publish.

It is as simple as that.



**Done-4-You  
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