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10 Minute PLR Rewrites

Discover easy methods of rewriting your PLR content

Sue Fleckenstein

Disclaimer

This report has been written to educate you on ways you can rewrite your private label rights material. Every attempt has been made to make the information as complete and as accurate as possible.

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Introduction

Using PLR content correctly can really help take your business to the next level. Private label rights material is a cost effective way to free up both your time and your money.

I have been writing articles for years both for myself and for others. Using high quality PLR is a great investment and if you know how to rewrite the PLR you can easily submit your articles to good article directories.

This report is aimed at showing you how to change your PLR to achieve just that. If you are planning of submitting content to Ezine articles please be aware that they do not allow PLR articles to be submitted. If you do and they catch you, you could possibly lose your account for life.

Also note that with the recent changes with the Google Slap down, Ezine is now enforcing a minimum word count of 400 words per article.

The extent of the rewrite is up to you and you can easily use your PLR as is on your blog or website. But if you want to use PLR to create articles for backlinking purposes then you can find a few tricks in this report.

To be successful with using PLR you want to get a little creative and I have provided you with ways of doing this too. My ideas should help spark your creative juices and you will soon realize the unlimited potential that good quality PLR content has.

Many people use outsourcers to create articles, reports and eBooks for them. Why not use [PLR One Stop Shop](#) as your main outsourcer? If you don't see the content that you are looking for simply fill out my request a topic box and I will see what I can do for you.

Sincerely

Sue Fleckenstein

Why You Should Rewrite Your PLR

The ultimate goal for rewriting your PLR content is to turn the article or report into something which you had written yourself. The article should reflect your passion and interests. It is possible to make this happen even if you are developing content on which you know nothing about.

The reason which you purchased PLR was to save you time. All of the writing and the research has been done for you. If you have ever attempted to research and then write a good article from scratch, you know it takes about an hour and a half to accomplish this.

Take a look at the top website in your niche. Their website is going to be filled with content with hundreds of pages, if not more. If you want any chance of beating out your competition you have to write more content than they do. This can all be achieved by using quality PLR.

Remember that when you buy any type of PLR, even limited quantities you are competing with others who purchased the same pack.

If you don't rewrite or change your PLR and try to submit it to a top article directory you are asking for trouble. If they discover that your article is indeed PLR material they will very likely ban you for life.

Your easiest option is to learn how to quickly rewrite your PLR material. Once you have the skills down pat you can rewrite an article in 10 minutes.

Before rewriting your PLR content you want to find good keywords and a product to promote your article. I will outline how to do this below.

Keywords

To find keywords to promote your article you will need to use this free keyword tool.

[Google Keyword Tool](#)

Let's assume we are going looking for keywords to promote the weight loss niche.

Simply type in your keyword phrase and then fill out the captcha code box and hit search.

If you hit the global or monthly search heading you can organize your list by the most popular words.

The words weight loss returns the list below. Each search returns 100 results, to generate more just create an account and sign in.

Some of the top results returned are:

Weight loss	6,120,000
Weight loss tips	165,000
Weight loss pills	201,000
Weight loss programs	90,500
Weight loss plans	49,500

This gives you a good idea of how many times each month these keywords are searched for.

Once you have your results you can decide which ones fit your article the best and then fit these keywords into your article.

Add your keywords once for every 100 words. Try to include your keyword in your title, in the first sentence of the first paragraph and again in the final paragraph.

Read through the article and lightly rewrite the content adding your long tail keywords and LSI words. If you are not sure what LSI is the fancy term is Latent Semantic Indexing. Basically this means additional keywords related to your main keyword.

If your article was about Diabetes your LSI related words would be:

- Insulin
- Glucose
- Blood
- Health
- Disease

This is quick and easy to do and will make your PLR article more relevant to what you are selling or giving to your reader.

Finding Suitable Products to Promote

You may not have a product in mind when you purchase your PLR content. The easiest way to find something to promote quickly is to head over to Clickbank.

<https://www.clickbank.com/marketplace.htm>

Let's say we are looking for a health product to promote. You can either click on the categories on the left or enter the word 'health' into the Find Products search bar at the top of the page and hit enter.

Once the results are returned change the Sort Results by to Popularity:

This is what my search returned.

The screenshot shows the ClickBank Marketplace interface. At the top, the 'Marketplace' logo is on the left, and a search bar with 'health' is on the right. Below the search bar, a banner for 'Introducing SocialPromote™' is visible. The main content area is divided into three columns. The left column features a 'Check out the latest ClickBank products' message and a 'Categories' list with options like 'Arts & Entertainment', 'Betting', and 'Business / Investing'. The middle column, titled 'Results', shows search filters for 'Keywords: health' and 'Results per page: 10'. It also includes a 'Narrow Results by' section with 'Product Type', 'Language', and 'Billing Type' filters. The 'Sort results by' dropdown is set to 'Popularity'. A product listing for 'Fat Loss 4 Idiots' is displayed, showing an 'Avg \$/sale' of '\$32.00' and a 'Promote' button. The right column, titled 'Sponsored Links', features three promotional banners: '\$10,000 Affiliate Bonuses!', '#1 Rated - \$67 Per Sale!', and 'See My \$4,370/DAY Secret?'. Each banner includes a website URL and a 'Promote Now' link.

Marketplace
Choose from thousands of great products to promote

Find Products: [Advanced Search](#) [Search Help](#)

Introducing SocialPromote™ Share products you like with your Facebook friends & earn affiliate commissions. [More Details](#)

Check out the latest ClickBank products in our NEW Featured Marketplace!
▶ To see for yourself click here

Categories

- ▶ Arts & Entertainment
- ▶ Betting
- ▶ Business / Investing

Results [Marketplace Help](#)

<< Hide Displaying results 1-10 out of 2,649 (pg. 1 of 265)

Keywords: health Results per page: 10

Narrow Results by: Product Type | Language | Billing Type

Sort results by: Popularity ☐ Low to High ☒ High to Low

Fat Loss 4 Idiots
Affiliate Page Here --
<http://FatLoss4Idiots.com/aff> -- Thank You

Avg \$/sale
\$32.00
[Promote](#)

Stats: Initial \$/sale: **\$32.00** | Avg %/sale: **75.0%** | Grav: **187.39**
Cat: **Health & Fitness : Diets & Weight Loss**

[Like](#) 1K

Sponsored Links

\$10,000 Affiliate Bonuses!
\$10,000 Bonus - \$67 p/sale!
www.PennyStockProphet.com
Avg Comm 75%: [Promote Now](#)

#1 Rated - \$67 Per Sale!
75% Commission + Bonuses!
www.PennyStockProphet.com
Avg Comm 75%: [Promote Now](#)

See My \$4,370/DAY Secret?
Big FREE Secrets Revealed
www.SecretOffer.org/FREE
Avg Comm 65%: [Promote Now](#)

Super Affiliate Contest!
75% Commission + Bonuses!

You can repeat this process until you find a suitable product. You can narrow down this niche by selecting any of the categories under the main category Health & Fitness:

- Diets & Weight loss
- Exercise & Fitness
- Yoga

- Men's Health
- Women's Health
- Addictions
- Strength Training

Your aim here is to find a product which matches the keywords you have chosen.

Steps to Rewriting PLR

To rewrite your article quickly you need to start with quality PLR. The articles should be at least 400 words in length and written in good English.

A good PLR article will talk about one thing throughout the entire article. Articles which begin on one subject and end on another should be avoided. Don't use articles which are nothing but a checklist of points. These are an absolute waste of your money.

I will take you through the process of rewriting an article step by step. If you follow this guide you will see just how easy it is to rewrite your PLR yourself.

Create Appealing Titles

The first thing you want to do with your PLR articles is to change up the titles. The best titles should have your keyword in it. You want your title to be appealing to the reader and create a desire for them to read your article.

How to articles are very popular and an easy way to create an appealing title. Your title is asking a question and your article **MUST** provide an explanation and of course a link to the solution.

Top # articles will offer your reader reasons, methods and benefits in an outlined form. Such as: Top 3 Methods to Make Money Online

Secret titles, articles with this type of title offer the reader the chance to discover something new and previously unknown. Your title could include words like Hidden Secrets, Undiscovered facts, Hidden Reasons and Little Known.

Warning Titles these titles simply have the word warning placed somewhere in them. You are telling your reader that you could have information that could be harmful or dangerous to them.

Comparisons with this type of title you are comparing two products or niches. This can be extremely effective for affiliate marketers, you can compare the benefits of two similar products or items with your final recommendation at the end of the article.

Reasons & Benefits titles with reasons and benefits will grab your reader's attention. A good example would be: Benefits of Using Green Tea Daily or 3 Reasons to Switch to Natural Dog Food.

You want your title to tell the reader that they have a solution to their problem. Then you don't want to forget the simple formula of constructing titles around the following words:

- Who
- What
- Why
- When
- How to
- Where

Using the above examples let's see just how to change up some titles.

Weight Loss

Does this make you want to continue reading the article? If not, it is far too general and you will need to narrow it down.

How to Flatten Your Stomach in Three Easy Steps

Three Easy Steps to a Flatter Stomach

Or

Your 10 Steps to Weight Loss Success

10 Easy Tips to For Losing 10 Pounds Fast

These are more specific and will tell your reader what they are going to learn.

The Article Body

Once you have a title and a summary that you are happy with you want to start rewriting the body of the article.

Here is the first paragraph of the article:

The formula for losing weight is simple: eat less and exercise more. But, it's not really all that simple, is it? There are just so many more factors that come into play. Motivation, time and just life in general can all get in the way when you are trying to lose weight.

You want to take one sentence at a time and rewrite it.

The formula for losing weight is simple: eat less and exercise more.

Rewrite: There are two simple rules to remember when losing weight: eat less and exercise more often.

But, it's not really all that simple, is it?

Rewrite: Unfortunately nothing is as easy as it sounds!

There are just so many more factors that come into play.

Rewrite: It is just too easy to run into everyday problems.

Motivation, time and just life in general can all get in the way when you are trying to lose weight.

Rewrite: It can be so difficult to find the time to exercise and it is easy to blame life in general for our dwindling motivation when attempting to lose weight.

Let's continue with some more of the article.

You really do need to be committed to doing whatever it takes to lose the weight. Here are ten items that should go into your weight loss plan.

1. Eat breakfast. This keeps you from getting too hungry later and then losing control over what you choose to eat later in the day. Try eating a high fiber cereal as this fills you up and lasts longer, allowing you to stay out of the fridge for longer periods!

2. Stock your refrigerator and pantry with healthy foods and snacks and limit high-fat, high-salt snacks such as potato chips and cookies. Being particularly careful when you grocery shop helps you stock the right choices at home. Just do not purchase any high fat snacks anymore.

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Here is my rewritten version.

To lose weight effectively you must be disciplined and be prepared to make new choices as necessary. The following ten items are important and should be included in your weight loss plan.

1. Eating a good breakfast each morning is critical in succeeding at weight loss. By getting into this habit you will find you won't suffer from those mid morning snack attacks and can control your food choices better. A good high quality, high fiber cereal is an excellent choice. It is filling and satisfying and you will find that you can easily last until lunch time.
2. Make sure your kitchen cupboards and your fridge are filled with healthy choices. Find healthy alternatives for high fat, high salt foods such as cola, cookies and potato chips. If you are careful at the grocery store you won't be tempted to snack on unhealthy food choices. Make a decision not to buy these types of foods anymore.

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Continue doing this throughout the article and it will be rewritten easily. The more you do this the quicker your rewrites will become. You'll notice too that your rewritten article will be usually end up being longer in length, as in the example above. By rewriting a 400 word article you can easily expand it to 475 or even 500 words.

When writing your article body be sure to make use of subheadings, underlining words, using bullet points and using the bold feature to highlight important points. Don't overdo it but make the article look appealing to the eye and easy to read.

Creating a Summary:

When you are submitting articles to directories take the time to write a short summary of your article. This should **NOT** be the first two sentences of your article but a condensed overview of what your article is about.

If you think of your summary as a mini sales pitch then you are on the right track to creating a great article. Your summary ideally wants to be a teaser and give the reader a reason for wanting to read more.

Note: Always keep this in mind when submitting your articles:

Use the summary to pitch the **article**.

Use the resource box to pitch your **website**.

Check your grammar and your spelling. With the latest Google update many article directories are now expecting a higher quality article.

You can easily check your spelling here:

<http://www.spellchecker.net/spellcheck/>

Microsoft word has its own built in spelling and grammar check but it is not 100% accurate.

If you find you are repeating the same words over and over use this online thesaurus to get some great new ideas.

<http://freethesaurus.net/>

Tips on Creating Your Resource Box

When creating your article you want to remember that your article title is what will entice your reader to read your article. Your resource box has to get them **TO GO TO YOUR WEBPAGE**. It **MUST** be a strong call to action.

If you don't give them a resource or bio box that blows them away they won't visit your site.

Here is an example of a **BAD** resource box:

John Smith is a writer of natural health products. You can find John's webpage at: <http://johnsmith.com>

Are you feeling compelled to click on that link? NO!

GOOD

John Smith has been a health nut for as long as he can remember. Visit his site today at <http://johnsmith.com> and get your free report on how the drug companies are killing us and get a 52 week series on various natural treatments for a number of ailments.

Think people are going to flock to John's site to get their free report and learn how to cure one of their problems?

You bet your last dollar they will.

TIPS

Try to make your resource box about 2 – 3 sentences long.

Part 1 – Remind the prospect of their problem or give a benefit.

Part 2 – Give them the URL where their problem will be solved.

Part 3 – Tell them what they'll find at the site to solve problem.

Hyperlink your keyword in your resource box and use it as your anchor text.

<a href=<http://yourdomain.com>>Keywordgoeshere. Make this a benefit or feature to the reader.

By using your PLR report as a giveaway to your list you are making full use of your resource box.

NOTE:

Avoid writing articles that have dates and prices in them. These types of articles can become outdated and be less effective for you over time.

Don't use the word free in your article unless you are giving away a free report or resource at the end.

Once you are satisfied with your article then take the time to check the content to ensure that it is unique. The two best sources for doing this are:

<http://copyscape.com>

To easily check individual articles at Copyscape you will need to purchase credits and each search will cost you \$0.05.

Or a totally free option

<http://dupefreepro.com>

You will have to register and confirm your email at Dupe free to get the software. It currently only runs on Windows.

Your other option is to take random sentences from your article and enclose them in quotation marks and run them through Google.

<http://google.com>

Reusing Your New Article

Now that you have your new article ready to submit to online directories I want to show you how to make further use of it.

You can easily create one or more blog posts for your site by taking the main idea of the article and summarizing it. Ideally you want to end up with an article of around 150 – 200 words.

Another idea is to take your article and compare it to something similar. Then post your comparison on your website.

By taking time to do some additional research you can create an additional article or blog post on the same topic. You can easily add images, links to a video or additional references and resources for your reader. Again you are providing your reader with useful and relevant information.

If you have a fairly long article or short report you can split up the content and post it to your blog. If you have a wordpress site then it is easy to schedule your posts. Just set and forget it!

If you have an article that lists the top 10 benefits of a product then shorten into two articles with 7 and then 3 Top Benefits.

Remember the more you add content to your site the more often the search engine spiders will come to visit.

Are you beginning to see just how easy it is to use PLR to create massive amounts of relevant content for your site?

Another way you can use your new article is to add your own personal story to it. So if your article is about weight loss and you have successfully lost 10, 20 or more pounds write a story about how you accomplished this. By making your story personal you will add value to your article and build a connection with your reader.

Creative Ways to Use Your PLR

There are some easy ways to use your PLR content besides rewriting them for article directories.

Reports: You can easily package five or ten articles into a report to sell or give away to your list. Simply add in some graphics to make it different and you are ready to go.

Blog Post: Break down each article into 250 words and post on your blog. You can schedule these posts to go out over a certain time period and create your own unique auto blog.

Tip: When I do this method I use my Google calendar and make a reminder to myself of the last scheduled date. This then arrives in my inbox and I know it is time to get some new [PLR](#) content.

EBooks: You can purchase PLR eBooks and then lightly edit them, or you can use several PLR article packs and create your own ebook. Adding graphics and additional content is a great way to come up with your own product. If you don't like to write get a freelance writer to add additional content for you.

You can also turn your eBook into a physical book and sell it at Amazon and other off line places.

Tip: Your eBooks and reports can be turned into PDF's by using a program such as <http://www.openoffice.org>

Autoresponder Messages: Break down your articles to use as content for your mailing list. Additionally you can use an entire article and make an informational course for your subscribers.

Web 2.0 Sites: Use your PLR material for content for various Web 2.0 sites. This includes Wordpress.com, Blogspot.com, Weebly.com, Zimbio.com, Quizilla.com, Webs.com, Hubpages.com, Squidoo.com and Tumblr.com.

Presentation Content: If you need content for your online presentation then use PLR articles as the base for your content. This can be condensed into short form along with bullet points.

Using Power Point to create an online presentation is easy. It is just a matter of copying each paragraph of your article onto one slide at a time. Then use a program such as Audacity to record yourself narrating the slides and export as a wav. File and import it into your presentation.

You can download [Audacity for free](#) here.

Offline Marketing: Marketing offline is becoming extremely popular. Use PLR and turn it into flyers, pamphlets and informational brochures. Additionally use PLR content as messages targeted to your mailing list.

Social Networking Posts: Break down your PLR content into small posts and use to promote your products or services to social networking sites. Take the main benefits of your article and break them down into tweets and post at your twitter account.

Audio & Video: Both these types of marketing are huge right now. PLR provides you with the content for creating your own videos, audio recordings and pod casts.

Create New Articles: Using PLR is a great jumping point to writing your own unique articles. I find that after reading several articles my head is full of ideas and I can easily write an additional 400 word article quickly.

Yahoo Answers: Use your rewritten PLR article to offer solutions to questions being asked at Yahoo answers.

Many times PLR content will spur your creative ideas and thoughts and can be a good basis for creating your own content.

Check Your Article Results

If you submit your articles to Ezine articles they will send you out a monthly performance list. This will provide you with details on your best performing articles over your lifetime and for the previous month.

This is valuable information and can make a huge impact on your business if you take advantage of it.

Study your report and get new PLR articles for those niches and keywords that performed well for you. You know that people are looking for this information so take action!

NOTE: If you are submitting to Ezine articles please note that they have now changed their word submission count. All articles must be a minimum of 400 words.

The biggest mistake you can make when you buy PLR is in not reusing. You would be surprised at just how many people do this. They buy reports or article packs with good intentions and then never get around to using it. The content sits on their hard drive collecting dust.

The only way to get a return on your investment is to use it!

Remember there is nothing wrong in combining PLR packs into one product and reselling it. Add additional references, link to Amazon books with your affiliate link, make author notes, link to popular questions on Yahoo Answers.

To get images for your products use a good free image site.

Read the PLR Licence

It is really important to keep to the terms set out in your PLR Licence. This licence comes with all PLR packs and the conditions are set out in the Read Me First file.

My PLR has no major restrictions other than you cannot resell it as PLR to other people, that's my job!

As you can see it can be simple and very lucrative to take the time to rewrite your PLR material. The learning curve is relatively short and will provide you with a sure fire way of adding huge amounts of content to your site quickly.

Final Note:

I hope that you have enjoyed reading this material and feel more confident about rewriting your PLR content.

If you have any questions please feel free to contact me and I will be happy to assist you.

Respectfully

Sue