

How You Can Benefit from Private Label Rights (PLR) Articles

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How You Can Benefit from Private Label Rights (PLR) Articles

Private label rights (PLR) articles are gold mine for writers and internet marketers in a number of different ways. Regardless of whether you consider yourself to be a writer or not, you will find private label rights articles - which allow you to edit other people's writing any way you choose and take full credit it for it! - are a boon to your creativity and to to your marketing efforts.

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What are Private Label Rights Articles?

Private label rights articles are ghost written works you can purchase very cheaply and alter to suit your purposes. You can change them, add your own links, compile new works from them and claim authorship.

Private label rights articles come with very few restrictions. These are generally specified in a license agreement packaged with the articles. Commonly the author will not permit you to resell the entire bundle as a whole package. The license may state that the articles must be changed by 50% before they can be put on a website.

But, generally speaking, the articles come with a very liberal bundle of rights. Before purchasing any PLR package, carefully read the terms and make certain you will have authority to rewrite, alter, delete or cut the content in whatever way suits your needs.

Advantages of Using PLR Articles

PLR articles are extremely inexpensive. A good ghostwriter will charge you, at least, \$15 for a 400 word article, especially if yours is a specialty niche. On the other hand, PLR articles can be obtained for anywhere from pennies to \$3.00 per article. Price often depends on quality, originality and exclusivity. With PLR articles, you can cheaply add content to your websites and

blogs.

Even if writing comes naturally to you, PLR articles can save you a lot of time. On average, it takes an hour to write an original 400 to 700 word article of any quality. But, PLR articles provide you with a complex outline to an article, to which you need only add a few touches of your own.

Another remarkable advantage of PLR articles is that they can provide you with inspiration. You can use them to enhance your own creativity. In fact, re-writing PLR articles is such a useful exercise for writers that I offer them to new writers who sign up for my [Writer's Fast Track V.I.P. Newsletter](#).

PLR articles give you instant access to information you can use as your own. It is an excellent way for you to brand your business, establish yourself as an authority and create a loyal newsletter following. They can be used to sell your own products or affiliate products.

PLR articles allow you to create your own information products from them. This is a great way to impress your clients, visitors to your site and your list members. Giving highly informative free reports away branded with your name, your logo or your photo builds credibility and trust.

PLR articles have huge advantage over articles you can get from article directories. Articles from directories require you to give credit to the original author and to include their backlinks - advertisements for other people's sites, products and services. With PLR articles you claim authorship and all of the advertisements or backlinks are your own. You never have to advertise for your competitors!

Why You Should Feel Good about Using PLR Articles

Some people feel fraudulent or somehow unethical by using PLR articles in this way. But, consider this: An unknown number of popular books you see on the market (including autobiographies) credited to famous people are ghost written. You will never know just how many such works there are because there is, more often than not, a contract swearing the original author to secrecy.

While claiming someone else's work as your own is frowned upon in the academic world (although, you wouldn't believe how many doctoral dissertations are ghost written!), it is considered a perfectly ethical practice in the real world of writing.

You should never feel you are doing anything fraudulent or unethical as long as you do not violate the terms of your PLR license agreement.

PLR articles give you a liberal bundle of rights to written works, acquired cheaply, and requiring little, if any effort, on your part.

When to Change PLR Articles - Search Engine Optimization (SEO)

One disadvantage of PLR articles is other people are purchasing rights to them, as well. Although, the rights to high quality PLR are often limited, it is a good idea to change the articles before you add them to a website or submit them to article directories.

If you are adding them to your website or blog, simply to pad your web content, there is no

problem with using PLR articles unchanged. But, if your concern is to gain search engine rankings, then you will definitely want to change the articles before posting them.

Many marketers worry about the level of search engine optimization in the articles. If you are concerned about the level of SEO in the articles or if you wish to change the key words that are used after researching to discover the most likely keyword terms to improve your rankings, you can do this with a few key strokes.

Transfer the PLR article to NotePad or Word and use the keys "Ctrl-F" to find specific terms you want to change. Then use the "replace" function to replace those terms with your chosen keywords. Then edit the article for clarity before submitting it or placing it on your website or blog for purposes of gaining search engine optimization.

Even if you enjoy writing, keeping up with blog is a lot of work. Yet, internet marketers know that it's important to have a flagship blog and to keep it updated with fresh information on a regular basis because blogs typically have interactive platforms and rank high with search engines. As we've already established, outsourcing writers can be an expensive proposition. There is no need to outsource when you can automate your blog posting using PLR articles and [PLR Poster](#), an excellent software system that allows you to easily submit unique PLR articles to your blog at set intervals.

Submitting articles to article directories is not only a very inexpensive form of internet marketing, it is one of the best ways to generate highly targeted traffic to your websites. Be advised that you will want to change your articles substantially before uploading them to article directories. Some will not publish them and others will penalize you if they recognize your content as being the derivative of a PLR article.

Learn more about article marketing to directories when you read the "[Writer's Fast Track Guide to Affiliate Marketing, Vol. 1](#)". This is a completely free guide all about article marketing and includes some information about search engine optimization and using autoresponders.

Using PLR Articles for Your Newsletter

If you're using PLR articles in your autoresponder series, there is little reason to change the information except to customize it to your particular product line and to add your own links - and, of course, to take full credit.

Other ways to use PLR articles in your auto-responder:

- Create a free-email course through a series of follow-up messages.
- Offer PLR articles to your customers' use with your links at the bottom.
- Offer your articles as an enticement to get people to opt-in to your newsletter.
- Supply them with PLR articles to keep them interested in your list.
- Supply pre-written PLR articles to members of your affiliate programs.

Consider syndicating your articles through RSS feeds, as well.

If you are marketing and you do not have a newsletter, you are missing out. You can easily set

up your own newsletter delivered through an autoresponder when you are using private label rights articles, so there is no reason why not to.

You have two basic types of autoresponders to choose from: An autoresponder service and autoresponder software.

Autoresponder services are a form of outsourcing that can be quite expensive, but are ideal for many new marketers and those who are not technically savvy. After burning through 9 different autoresponders, I lucked into [TrafficWave](#). This system is very logically set up. It doesn't waste your time with anything cutesy. The tutorials and support and more than adequate and the best part is you can grow your list(s) as large as you like and your monthly fee always remains under \$20. There are no long-term contracts and they have an affiliate program.

If you are still looking for a free option and aren't afraid of setting up a database on your server, you have a number of options. One of these is a free open source script called [PHPList](#). It is not as easy to install as some other autoresponder scripts, but it is free. The only drawback is that it is not a "set it and forget it" sequential autoresponder. It can be used to broadcast messages at the push of a button.

Use your PLR articles to create high-quality reports for your Newsletter subscribers. If you add some nice graphics and insert some of your own high-quality information, you are giving your subscribers something of real substance - an actual report - in your messages.

Suggest to your subscribers that they keep the reports in a file on their desktops. This way, your reports, with your ads and affiliate links in them, remain on their desktops until they are physically removed. If you provide your readers with something of real value, they will save these reports and refer to them again.

More Ways to Use PLR Articles

Most internet marketers who have already discovered the benefits of PLR articles are aware that they can submit these articles to directories, use them on their sites or use them in autoresponders (newsletters). But, there are even more ways to use PLR articles.

Free reports and e-books are another excellent way to promote your company. Even if you are a non-writer, you can get highly professional results using PLR articles to create your own unique reports.

Frequently, PLR articles are offered in a packet of six to twelve on a particular subject. They can be compiled and edited to create entirely different works, for which you can take full credit. Write a simple introduction and conclusion and use the articles as the body of your report.

What can you do with your newly generated report?

- Claim full authorship to it and sell it as an information product.
- Create a viral marketing tool by making your reports and e-books rebrandable.
- Assign master resale rights to the product.
- Submit your report to e-book directories like [Scribd](#) and [Idea Marketers](#).
- Offer your reports as unique opt-in gifts or to help maintain interest in your newsletter

and build your e-mail list.

- Or, offer them as content on your website.

Here are some general guidelines to help you modify your PLR articles:

1. Private label content is the expression of someone's personality and ideas. So, begin by transforming the title as well as the tone of the article.
2. Completely re-write the opening paragraph to state the same ideas in a completely different way.
3. PLR article content may be imperfect, especially if it has passed through more than two pairs of hands - it can become altered from the original. Always look for errors. Edit the content to add new ideas, your own research, information and links.
4. Re-write the conclusion. Insert a call to action where appropriate. Instruct the reader to do as you wish, for example, to buy a product, enroll in a newsletter or to visit your site.
5. Use [Keyword Elite](#) to easily search engine optimize your content before placing it on the web.

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PLR articles can also be converted to audio files, used as material to construct videos, either to be downloaded from your site, handed out or shipped to your customers as a tangible product or promotion.

Where to Find High-quality PLR Articles

High-quality private label rights articles differ from the common lot of PLR. They are well-written. They provide real substance and may contain references to credible sources. They are

limited to a certain number of purchasers and, in order to preserve the value of the articles, they may have a few more restrictions on their usage.

High-quality private label rights articles are written by an author who is an expert on the subject matter and not a jack-of-all-trades who will write vague gibberish about anything for SEO purposes. Such articles are not as easy to find as the common lot of PLR articles that abound - it requires you to find an expert writer who also understands internet marketing..

By sharp contrast, common PLR articles are widely available from membership sites and wholesale e-distributors on the web. The problem with most of these sites is that the PLR articles they offer are often many years old and have been well-distributed around the internet. Often these articles are not high quality. They are vague and poorly written. They can still be beneficial to you, but you will have to do considerably more work to find salvageable material.

A major drawback to membership sites and wholesale lots of articles that you typically purchase is that you will often pay \$5 for a few hundred articles, but when you open the packet, you only find 10 poorly written articles that actually pertain to your niche. This isn't really cost effective. More is not better when it is more of something you don't need that generally serves no purpose except to clutter your hard drive.

By far, a better option for internet marketers is to purchase PLR articles packets that contain high-quality PLR articles specific to your niche.

In order to find a writer who can produce high-quality content for your particular niche market, you must look for one who has some level of expertise in that area who also understands the benefits to the writer in private label rights. In an age where publishers are demanding more rights from writers for lower wages, private label rights articles represent a winning situation for both parties.

Many marketers already know that the best option for high quality PLR articles is to find a freelance writer who is writing fresh material and packaging it. It's just that it isn't that easy to find such a writer and establish a relationship with them.

Many writers still think very traditionally about their work and do not understand private label rights. Unfortunately, there are many good writers who know next to nothing about internet marketing.

One place you can find writers who understand marketing - because most of them are marketers, themselves - is at internet marketing forums like [Warrior Forum](#).

Writer's Fast Track currently offers a few targeted packets at reasonable prices and more are added all the time. You will receive some fun PLR articles in your box and updates once per month when you join the [Writer's Fast Track PLR Newsletter](#).

To learn more about how Writer's Fast Track can help you with your particular PLR content needs, please, visit: [Writer's Fast Track - High Quality PLR](#) today!

Looking for a copywriter who understands your niche and your IM needs? Click: [Angela Kaelin - Copywriter](#).

About the author:

Angela M. Kaelin has a B.A. in English Lit. from Judson College. She has maintained a life-long interest in metaphysics and alternative health. She believes very strongly in the individual's

personal responsibility for their own health and empowering people with knowledge for the benefit of all. She has owned and operated two retail book stores and has experience in real estate and property investment and sees a bright future ahead for committed internet marketers.

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