

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 that 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 that 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 that comes with the articles. Commonly the author will not permit you to resell the entire bundle as a whole package. Sometimes the author will specify 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 that 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 that are branded with your name builds credibility and trust.

PLR articles have huge advantage over articles that you can get from article directories. Those articles require you to give credit to the original author and to include 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 that 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 that 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 that 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. This advice is even more applicable to articles that you plan to submit to article directories.

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. Use a keyword-finding program like [Keyword Elite 2.0](#) to determine the most desirable keywords in your particular case.

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.

If you're not a writer or you just don't have the time or inclination to perform the above exercise, there are a couple of excellent alternatives that you can use that will take the laboriousness out of this task and let you get onto more important things. One will help you with your blog posts and the other will help you to create or "spin" unique articles and submit them to article directories with little fuss.

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 that is updated 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.

An article spinner and article submitting software are indispensable tools for submitting PLR articles to article directories. You get both of these features in one package when you use "[Mass Article Control](#)," which allows you to both spin your articles using "Mass Article Creator" and then use "Mass Article Submitter" to submit your unique articles to a large number of article directories at once.

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. 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. The top of the line autoresponder service is [Aweber](#).

If you prefer more control at considerably less expense and aren't afraid of installing software programs, 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 software, but it is free.

If you are interested, you can get an inexpensive, but very good and very easy-to-install autoresponder software along with an e-book on setting up an e-mail marketing campaign as part of an entire package of software and instructional reports for new marketers, aptly entitled, "[New Internet Marketer's Package](#)."

Besides the autoresponder software, you get a sales letter generator, sales copy generator, a meta-tag generator, an article submitter and an e-book compiler along with some great instructional e-books that include master resale rights. Click [here](#) to learn more.

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 search engine optimize your content before placing it on the web.

If you decide to compile e-books you will benefit from a good ebook compiler to create your master work in and to get it converted to a .pdf file. A good compiler is compatible with re-branding software and will allow you to easily make changes and add graphics without any technical glitches. This is important if you are creating a longer report or an e-book.

[Activ E-book Compiler](#) demonstrates the difference in e-book compilers with its free trial. You also receive the a good e-book compiler called, "eWriterPro," when you purchase the "[New Internet Marketer's Package](#)."

Then, sell your e-book as a stand-alone product. Learn how to do this when you read the "Writer's Fast Track Quick Start/Quick Finish, Step-by-step Guide to Writing and Publishing an E-book," available free at: www.WritersFastTrack.com. The guide - unlike the title - is short and to-the-point. It's a one-way fast track to getting the job done.

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Where to Find Quality PLR Articles

Private label rights articles are frequently 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. But, they can still be beneficial to you.

The 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 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.

A better option for niche marketers is to purchase plr articles packets that contain articles specific to your specific niche. [Writer's Fast Track](#) currently offers a few targeted packets at reasonable prices. These are monster packs for individual niches.

They represent a very good buy because your are paying well under 10 cents per article (plus you

get bonus reports and e-books with resale and redistribution rights in just that genre in every pack). It would cost you a lot more to buy individual packets from various wholesalers or to involve yourself in a membership site than to pay one time for a comprehensive set of articles in your particular niche.

But, by far, the best option if you are looking for high quality PLR articles is to find a freelance writer who is writing fresh material and packaging it. That's where [Writer's Fast Track](#) comes in. You will find highly targeted articles for a few niches [here](#) .

Finding a writer who can deliver PLR articles for your niche is not always easy. Many writers still think very traditionally about their work and do not understand Private Label Rights. It is an unfortunate fact that there are many good writers who know next to nothing about internet marketing.

You may find some writers with an understanding for material in your niche at internet marketing forums like [Warrior Forum](#).

But, in order to find a writer who can produce high-quality content in for your particular niche market, you must look for one who has some level of expertise in that area.

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

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 has owned and operated two retail book stores and has experience in real estate and property investment. She is also committed to weight training as a way of life.

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