

Daniel Hall Presents



Episode 111

**Putting Brandable Private Label Rights
Content to Work in Your Business**

with Kelly McCausey

Welcome to this episode of the Real Fast Results podcast! Thank you for joining us for the show. Today we've got something very special in store for you. We will be discussing private label rights (PLR). A lot of people don't know much about this topic, and even if you do know about PLR, you may not know exactly how you can use these types of materials in a profitable way. Kelly McCausey is an expert on PLR, among other things.

Most importantly, you want to bring quality material to the marketplace, which is something that Kelly is great at. Her expertise also lies in instigating communities, and she has over 15 years' experience running an online business. The Real Fast Results podcast always tries to encourage listeners to build their own communities online and otherwise, and hopefully, Kelly will provide some insight on how this is done as well. She is able to do this through a variety of mechanisms, including podcasting, blogging, live streaming, and she also has an extensive background when it comes to participating in live events. Please welcome Kelly to the show...

**Promise: Making Smart Use of Private Label
Rights (PLR)**

I hope you will hang around and listen because I know what I'm talking about. I used to be a dead-broke, single mom who couldn't figure out how to keep the phone turned on. Now I have great financial security, and I don't work too hard. A lot of it has to do with content marketing and making smart use of private label rights content.

What is PLR content?

I like to call it brandable content. Brandable content is everything from articles and emails, to small reports, to full-blown courses and workshops that have been developed by subject matter experts. These are people who have a great grasp on content marketing. They've developed the content so that you can take it... They are giving you permission, full private label rights, to edit, add to, delete from, brand it in order to give it away or sell it yourself.

The private label rights industry has been around for about 12+ years, or maybe a little longer. **Private label rights content has been developed for a whole lot of topics and niches.** I can't promise that you can find PLR for everything. If you are selling tutus for iguanas, I probably can't find any PLR for you on that topic.

There's PLR being created for business development, mindset, self-help, food, homemaking, health and wellness... There's a pretty wide range, and you can go to our friend, Google, and type in your niche with the term "PLR" added to it. You'll find tons if it's out there. If the niche has been exploding, absolutely exploding, especially over the last five years, you'll likely find PLR material that you can utilize.

Finding High Quality PLR Content

It matters a lot, to me, who developed the content. There are really good writers out there who are true "subject-matter experts," and there are wonderful content marketing experts. **The best PLR is written by people who represent a combination of all of that. A really great example is a mutual friend of ours, [Nicole Dean](#).** She runs with another expert named [Melissa Ingold](#), and they both have a wonderful, proven history of being amazing content marketers. They've developed content that grew a mailing list, that sold products, that filled memberships, and that created all kinds of affiliate income.

Nicole has published a book, and to have the ability to buy content that she developed is pretty freaking amazing! Because her commitment to excellence, she has sourced subject matter experts, who are writers, to help her develop the content. So, you can really trust that the content is going to be excellent. **Always figure out, like, "Who is signing that sales page?"** Google them and find out what chops do they personally have.

If you can't find any evidence that the person you are looking into has actually been successful with content marketing in their own name, then I wouldn't trust them to provide you with great content. That might be a bit snobbish of me. I'll admit that, but there are so many great PLR providers out there, like Ronnie Nijmeh, [Justin Popovic](#), and [Alice Seba](#), that are really amazing marketers in their own right. You can trust their content. On the other hand, there are a lot of people out there that have just hired a writer and threw up a sales page, and you just can't trust the content.

Here's the good news, because I don't want to scare you. PLR isn't terribly expensive. **Since the creator is selling the rights to multiple people, they don't have to charge a lot.** Where you might have had to pay a ghost writer \$1,000 to create a report, you could pay just \$20 for it, if you got it from a PLR seller. So, if you perform a search, and you find PLR, and it looks like you can use it, \$20 is a very small risk. Give it a try. But, the caveat to that is that you need to download it right way, open it up and look at it, and that way, you can ask for your money back if it stinks. You should.

One mistake that people make in buying PLR is that they don't ask for their money back. They buy it, download it, and then wait until later to look into it. Well, 2 or 3 months you can't ask for a refund. Just be smart and make sure you are opening up and evaluating things right away.

Evaluating PLR

Well, if you have an existing business, and if you have a target market or community in mind, it's actually much easier to evaluate content because you can open it up and just kind of ask yourself, "Would I be proud to share this with my people? What would I need to do to this content to be proud of it?" If you are that type of person, I don't need to give you advice on how to evaluate your content. You already know what you like.

If you are building a business, and you haven't really developed a community yet, you don't really have a personal flavor, so it's tougher. In my opinion, every item of content has to have a purpose and a desired impact. So, that's what I look for. When I look at PLR material, I think about what its purpose is, what the goal of the material is, and if it is making the desired impact. If it doesn't now, what would I need to do to give it that "oomph". If I think that I can do it with the addition of a personal story, a little anecdote, a couple of my own opinions, then it's good PLR, and I can work with it.

No one else is going to share my opinions exactly. I expect to have to put a little of me into the content. But, if you are looking at it and thinking, "Man, it's going to take almost a complete rewrite to make this work," then it's just crap PLR. If that's the case, you need to ask for your money back.

How to Make PLR Content Your Own

Yeah, I actually have a two-tier recommendation on that. There's what I consider the "minimum editing requirements". **Let's talk about this as though we were talking about a report or a little workshop that you bought private label rights to.**

1. Always change the title. The PLR seller gave it a spiffy title, but don't use it. Use your own title. If I called it, "Smart Mug Designing: Make Awesome Mugs Profitably," make a different title that better fits what your audience specifically is looking for.
2. Redesign the e-cover. A lot of PLR comes with graphics, but don't use them as-is. Create your own e-cover. Also, incorporate mentions of your target market. So, if it's about how to get more traffic to your website, it's just as simple as saying, "Let's Get More Traffic to Your

Author's Site". Just make sure that you are incorporating those references and tweak your terminology to match your industry. Of course, you are also going to want to add your logo and URL to any of the images that you are using. If we are talking about a PDF document, add an "about me" page and a call-to-action page.

Those are my "minimum editing requirements," and these things do not have to take a lot of time. You, or your virtual assistant, can whip through and add that stuff. **The second tier, if you have time and you are willing, is to add your own stories, express your own opinions, look for things that you just wouldn't say and delete them, and incorporate your own recommendations for what's next, hopefully with an affiliate link.**

PLR Implementation

I do PLR implementation coaching with clients. Some of them are starting absolutely from scratch, but the majority of them are folks that have something that they are trying to sell to an existing community, whether it's a book, a coaching program, or a signature product. I look at where they want to lead people. I go into their PLR stash and find the stepping stones that would get them there.

I have a real-life example. I won't tell you who it is, but she speaks and teaches on storytelling, or telling your story with confidence. It's a high-priced course. The problem was her funnel lacked any "in between". She could get people on her list, and then she could say, "Oh, here's this pricey product." So, since her product was about storytelling, we went into her PLR stash, and there we found content about creating a vision board and content about developing your self-confidence. We took those two and created stepping stones.

Someone would come in through her opt-in list, and from there, they went into a low-cost vision board workshop, where they got to spend some time with her. She used the vision board content, and created a twist by saying, "Let's create a vision board that communicates your story," or "... the story you want to tell in simple ways." That led into a 4-part series on building your confidence, and she charged a little more for that. Then, that led into the big, "telling your story," program. So, now people can go from the email list, to a low-cost product, to a mid-cost experience, to the big product. It's smooth, and it's evergreen.

What Kinds of Products Can I Create from PLR?

PLR comes in all kinds of formats. Small reports are really common. There are also PowerPoint slide decks with video scripts. Also, there are a lot of [Coach Glue programs](#). Justin Popovic, he's [Tools for Motivation](#). A lot of their programs come with everything you need, from the landing page, to the free gift, to the auto-responders, to the workshop materials, to the sales page. Everything. It's a whole package that you can take, brand, and then implement.

Slide decks with scripts are very common and extremely useful. My clients seem to really like them. It's funny, when I open up PLR personally, I'm kind of a PowerPoint hater. I'm really visual, and most PowerPoints, I find ugly and too wordy. So, when I open up PLR packages, the first thing I tend to do is throw away the PowerPoint because I know I'm going to start over with something super-visual that speaks directly to my brand. But, I have clients that say, "No, this is exactly what I want." They just love it.

Knowing yourself is really important. Knowing yourself and what you want. Some people open up PLR packages, especially the really big, complete packages, and they feel like it's a prescription they must follow. I tell them, "No, take what's going to be natural to you and throw out the rest. I want you to note, because I said great big packages, Ronnie Nijmeh has big packages, and so does Sharyn Sheldon with Content Sparks, which is another amazing, fantastic content provider. She sells big packages, which often include full workshops with everything provided.

There are some PLR sellers out there that, when you read their sales page, it travels for miles. They keep saying, "And you get this, and you get this, and then there's this bonus, and then there's that bonus." After over a year of doing my PLR implementation coaching, I can unfortunately say, "It sucks!" They are trying to BS you with sheer size. The content, itself, is pretty disappointing when it comes time to implement. So be careful when people are trying to throw tons at you.

What Else Can I Do with PLR Content?

I use PLR content on one of my websites. I own a hosting company, and I want to publish content that's of use to my clients. We send out a monthly newsletter, and I like to be able to link to useful stuff, so I use PLR there. **In general, I'm not a big fan of PLR on a blog, especially if you are trying to use it as a traffic strategy.** It's going to be largely duplicate content, so it's not going to help you get traffic. It's not going to hurt you in any way, but it's not going to serve you in getting traffic. My personal, favorite way to use PLR is for lead magnets.

I do content with content upgrades, and I do landing page promotions where I'm driving people to pick something up, and I give them multiple ways to get on my list. I use Lead Pages, and the lead boxes make offering a content upgrade really easy. Over at [White Label Perks](#), which is my personal PLR brand, that's our specialty. We create content packages that are meant to be used as content for your blog with an upgrade.

So, this works well for getting people to say yes to becoming part of your email community. Lead Pages probably isn't the only company that said this, but they are the first that I've heard it from, and that is, "You really don't start to get momentum on your list building until you have at least six opt-in offers on your website." Content upgrades are my favorite way to do that, and that's what I use a lot of PLR for.

Do I Really Need an Email List?

Oh, yes. Yes, yes, yes. **And, PLR is great for email content.** You never have to worry about duplicate content issues, and you don't have to worry about SEO. You don't have to think about any of that. You just grab the content and share it with your people.

[Piggy Makes Bank](#) is a fantastic resource for private label rights content. That's Tracy Roberts and Susanne Myers. Susanne Myers is a killer content marketer, and they sell packages that are 30 items of content with 30 auto-responders that match the content. So, if you are like, "I don't know what to mail out to my list," boom! You know, they've written it all for you.

Are There Any Prewritten Affiliate Emails for Purchase?

Yes. I want to say that I have especially seen this from Alice Seba, over at [ListMagnets.com](#), and Tiffany Lambert from [PLRminimart.com](#). You know, Alice is a very successful affiliate marketer, and I'm pretty sure that I've seen her create packages that are like product reviews. Tiffany has also done that, but for very specific things.

Final Tips

For people hearing about private label rights content for the first time, there's usually some resistance. Some people have fears about whether it's ethical to use PLR content in your own name, and whether it's going to be inauthentic. The amount of authenticity is up to you. You get to add as much of yourself to it as you want. From an ethical perspective, PLR, as an industry is relatively young, but private label rights content, in other formats, have been around as long as there's been print.

If you've ever been to a doctor's office and was handed a pamphlet, on breast cancer, let's say. He didn't write that. If you thought you were pregnant and picked up a pamphlet just to have something to read, they didn't write that. There are companies that have been creating content and selling permission, brandable permission, to doctors, hospitals, and psychologists for hundreds of years.

Think about the education industry. The teacher that taught you English did not write that textbook. The school paid for a license to be able to use that material. So, this is absolutely ethical. It's a proven model for equipping yourself and not constantly reinventing the wheel.

You know, I've built a business since 2002, and I can write confidently about a lot of things, but I've never really spent a lot of time on Pinterest, Instagram, and LinkedIn has never been my jam. But, I have a course that I provide to my members about building a website and getting traffic. They want to know how to use Instagram and Pinterest.

Well, it would be really silly for me to go and try to master it just to be able to pass that information along, so I have found trustworthy PLR on the subject. I personally choose to present those as, “I got someone to create those for us,” because I can’t authentically say, “Hey, I’m going to tell you how to use Pinterest,” when everyone knows that I don’t use it very much. I use PLR to fill gaps and meet needs for my people, and it would be terrible if I were so devoted to loving my own expertise that I denied them that knowledge.

How Can I Learn More from Kelly?

All I have left to say is to give it a try if you’ve never checked it out before. I put together a brandable content bundle, and what I’ve done is provide you with some free PLR for different niches. There’s self-help, business development, and health and wellness. I put it all together, and if you’ll go to RealFastResults.com/plr, you’ll be able to use that to claim some free PLR from several very good PLR providers.

You can experience it, see the different formats and styles. You are going to gravitate towards certain providers and be addicted to everything that they offer. That way, you’ll be able to experience it for yourself and see if it’s going to work for you.

Resources

[Free Brandable Content Bundle \(PLR\) from Kelly](#)

[Using Persuasive Content to Pre-Sell Your Products & Services With Alice Seba](#)

PLR Sites

[Coach Glue](#)

[White Label Perks](#)

[ListMagnets.com](#)

[Piggy Makes Bank](#)

[PLRminimart.com](#)

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