

Ways to Use



Content

By: Ronnie Nijmeh of PLR.me

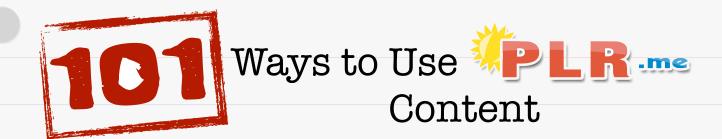


*Traffic Generation Strategies *

- 1. Post it to your website or personal blog
- 2. Create an automated blog that auto-posts a mix of PLR content and scraped content. Check out: <u>AutoBlogged</u> and <u>PLR to Wordpress</u>
- 3. Rewrite the content yourself or hire a rewriter to repurpose and reuse the content
- 4. Create a FAQ, Q&A, or informational "how-to" page based on the material
- 5. Split ebooks or long articles into several smaller articles and blog posts
- 6. Translate the content into other languages to capture international visitors
- 7. Critique the content or write your own commentary by playing the devil's advocate
- 8. Spin an article into a "10 Best" list
- 9. Tweak the content so it's relevant to current events or celebrity stories
- 10. Use the material as a promotional tool for your affiliates. If it's a PDF, then use <u>ViralPDF</u> to allow affiliates to custom brand their affiliate link in the PDF. Learn more about creating freebies for affiliates with <u>Sales Army Secrets</u>
- 11. Respond to "Yahoo! Answers" questions and discussions using the materials
- 12. Answer questions on discussion forums using the content as a basis



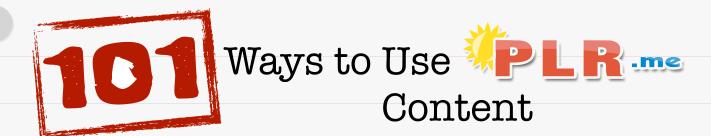
Get some of the top PLR content around: PLR.me



- 13. Take your knowledge to a local talk radio show
- 14. Start new "feeder" websites and blogs dedicated to specific niches and affiliate products that link back to your "money" pages.
- 15. Use the material to create Adsense sites
- 16. Use the content to promote an <u>eBay</u> store
- 17. Rewrite to create Squidoo Lenses
- 18. Create a HubPage
- 19. Rewrite and post on a Blogger.com or Wordpress.com blog
- 20. Compile the information as a report with your affiliate links embedded in the PDF. Submit to Scribd
- 21. Transform generic niche articles into a different niche by swapping the essential keywords and tweaking the materials
- 22. Create a discussion forum where you post new content to be discussed every day
- 23. Snip the content and post the short blurbs on Twitter
- 24. Rewrite the material as a press release
- 25. Write a manifesto to spread your ideas and name all over the 'net
- 26. Create a "what to look for..." buyer's guide to help people make buying decisions.
- 27. Rewrite the content from the perspective of your child, dog, parrot, or mother if it's funny enough, it may go viral!



Get some of the top PLR content around: PLR.me



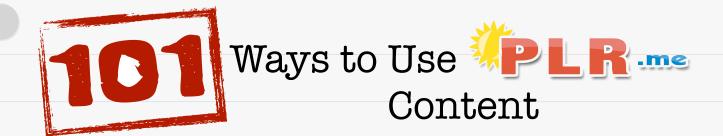
*Loyalty Building *

- 28. Send snippets of content as an email tip to encourage customers to return to your website
- 29. Give away a "free report" to boost the size of your mailing list. Learn more about starting a Small Reports Business with Small Reports Fortune
- 30. Use the content to address any objections you've faced when selling your products or services
- 31. Use the content as a free giveaway for your long-time customers
- 32. Use the material as an unannounced bonus for buying your products
- 33. Host a "town hall" meeting or teleseminar and use the materials to facilitate the discussion
- 34. Add recent stats, figures, charts, or graphs to the content to boost authority
- 35. Create a Wiki to encourage your visitors to collaborate and contribute to your vision. Use a free service like WetPaint
- 36. Develop a social networking site discussing topics relevant to your niche.

 Use software like <u>BuddyPress</u> or <u>Ning</u>
- 37. Build a Facebook page, separate from your profile, that uses the materials. You will be able to interact with your customers on a whole new level
- 38. Use the content in your in-person workshops and seminars
- 39. Use the content as a topic of conversation for coaching calls
- 40. Send out a printed newsletter to your clients using the materials
- 41. Print out the professionally designed materials and include it when you ship physical products as a bonus



Get some of the top PLR content around: $\underline{PLR.me}$



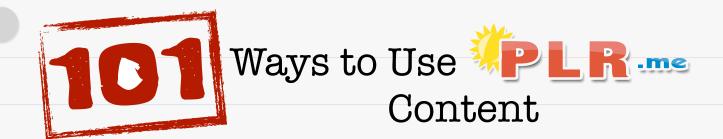
- 42. Create viral quizzes with the content to test your audience's knowledge
- 43. Create a role-playing activity at a workshop
- 44. Custom brand the PLR desktop wallpapers and give them away to your clients so your logo will be on their computer at all times
- 45. Use the material as a gift for long-time clients
- 46. Make attractive promotional bookmarks to surprise buyers with purchase of your physical products and books
- 47. Create a business card tip sheet with your contact information on one side
- 48. Tweak an article and submit it on another blog as a guest post
- 49. Re-write the article and submit it to newspapers or magazines

Product Creation *

- 50. Add the content to a membership site
- 51. "Niche-ify" the content, making it hyper-targeted to a sub-niche like stay at home moms, students, or grade school teachers.
- 52. Create a print-on-demand book using a service like Lulu
- 53. Develop a companion worksheet, checklist, spreadsheet, or cheat sheet
- 54. Create a web-based e-course. Learn more about creating e-courses with the <u>List Profit System</u>
- 55. Package the content as a complete home study course
- 56. Incorporate the content as part of other products



Get some of the top PLR content around: <u>PLR.me</u>



- 57. Create and sell a training guide to corporations or small businesses
- 58. Create a coffee table book with inspiring images using PLR images or wallpapers
- 59. Run a paid teleseminar training series
- 60. Get your teleseminar transcribed, then sell it as an ebook or course
- 61. Create a "how-to" video course with snippets from the materials and PLR graphics. Post samples of the video on YouTube to promote the course
- 62. Program a 365-day email autoresponder as an automated self-guided email coaching program. Check out: <u>Aweber</u> or <u>1ShoppingCart</u>
- 63. Use PLR wallpapers to create on-demand physical products like mugs, magnets, stickers, and other items with <u>CafePress</u>, <u>ArtsNow</u> or <u>Lulu</u>
- 64. Create prints or posters with online printing services that you can sell on-demand without inventory
- 65. Create mini guide books or booklets to inform, inspire, or educate others
- 66. Use PLR affirmations, quotes, and snippets from the materials to create coasters, business cards, or post-it notes with your contact details
- 67. Record the text as an MP3 audio book and sell the recording
- 68. Rent a booth at a trade show and sell the physical products you created using the content
- 69. Create videos and audio content on CD or DVD
- 70. Record subliminal audio with the PLR affirmations, reflections, or motivating quotes. Even record a personalized message at the beginning of the track for a premium price



Get some of the top PLR content around: PLR.me



- 71. Offer digital versions of your product as an upsell on a branded USB key. Learn more about creating upsells with The Upsell Report
- 72. Produce illustrations, comics, or graphic novels based on the content
- 73. Develop tiered packages or memberships that offer different content for the different tiers
- 74. Develop a "Dummies" type guide
- 75. Create a full fledged website and flip it for profit
- 76. Record an audio book version and sell it on the iTunes and Amazon stores
- 77. Create attractive t-shirts and badges and sell them
- 78. Develop flash cards for students or parents
- 79. Create greeting cards with the PLR graphics, quotes or affirmations
- 80. Use the materials to create landing pages for affiliate products

***** Web 2.0 *****

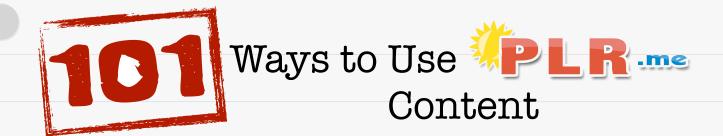
- 81. Create a weekly podcast that is distributed on the iTunes store
- 82. Produce short screencasts or PowerPoint videos and publish the video across the web using <u>TubeMogul</u> or <u>TrafficGeyser</u>
- 83. Use the material for a <u>BlogTalkRadio</u> internet radio show
- 84. Create step by step video tutorials using <u>Jing</u> or <u>Camtasia</u>
- 85. Pre-load an iPod with audio, video, and eBook content, then sell it
- 86. Develop an iPhone app



Get some of the top PLR content around: PLR.me

Copyright PLR.me. 2009 All Rights Reserved

This PDF is Shareware: Pass it onto your friends! PLR.me



- 87. Develop a Facebook application
- 88. Create a slideshow and share it on Slideshare

Other Creative Approaches

- 89. Inspire yourself by using the <u>PLR.me wallpapers</u> as your computer background on YOUR computer
- 90. Use the PLR wallpapers to add some flair to reports
- 91. Create a calendar with wallpaper graphics and motivational quotes
- 92. Translate the text and publish it as a book in your native language
- 93. Combine the content with interviews with industry experts to give your clients something they can really sink their teeth into
- 94. Collaborate with other business-minded individuals and create unique packages and programs for sale
- 95. Reorganize the materials to create a more persuasive sales letter
- 96. Use the materials as inspiration for poetry, stories, or fables
- 97. Create pamphlets and brochures advertising your products and services
- 98. Use the content for postcards or mailers
- 99. Prepare a media kit promoting your business
- 100. Use the material as talking points. When the media or your clients call you, you'll be ready.
- 101. Use the content as a market research and brainstorming tool



Get some of the top PLR content around: $\underline{PLR.me}$