


Five Fantastic Ways to Prosper from PLR



What We'll Cover Today

- What PLR is and Why It's So Powerful
- Five Fantastic Ways to Prosper from PLR
- Productivity and Success Tips
- Discussion and Q&A
- Action Steps



What PLR is and Why It's So Powerful

- PLR stands for Private Label Rights which allows you to put your name and branding on the products and sell them or give them away – based on the license terms.
- PLR products can form the foundation of many products that you develop, based on the topic.
 - Journals, planners, workbooks, course content, etc.
- PLR also serves as fantastic research material for creating courses, webinars, workshops and membership sites.

Types of Products That Are Available As PLR

PLR products can be just about anything you can think of: Journals, workbooks, planners, digital assets, videos, courses, blog posts, graphics and Templates for PowerPoint, Canva, Photoshop, etc.

- When creating PLR to sell, you have to make certain that you have the rights to share the elements in your product.
- Typically you are Not allowed to sell the PLR rights to PLR products that you've purchased.
- The purpose is to provide you with content you can sell to customers, who receive personal use rights only, they cannot resell it.

There Are Countless Ways You Can Prosper from PLR Here Are the Five Ways We'll Explore

1. Create subscriber opt-in gifts.
2. Use and repurpose PLR products you've purchased.
3. Prepare PLR to sell from your shop or website.
4. Draw from PLR to create courses, workshops or challenges.
5. Generate PLR income as an affiliate.

Create Subscriber Opt-In Gifts from PLR Content 1

- PLR content can serve as the foundation for an effective product that you can offer as an opt-in gift to encourage email subscribers.
- Add your branding to the title page of a planner or report.
- Add a marketing page to an entry level product.
- Include your URL and business name in the footer.
- Have a page of testimonials about your products or work.

Use and Repurpose PLR Products You've Purchased 2

- High-quality PLR content can serve as powerful, personal-growth material that you use for your personal development.
- You can also SELL PLR products that you've purchased.
- Be sure to read the license terms. Your customers receive the personal use rights to the product. In a "ReadMe" file make it clear to them that they do not have the rights to sell it.
- In some cases you may want to list your affiliate link, for those who would like to have the commercial use rights.

You Can Repurpose PLR Content in Many Ways 2

- Transform a journal into a workbook.
- Transform the workbook into a course.
- Transform the course into a coaching program.

- Transform a planner into a challenge experience program.
- Transform an annual planner into quarterly planners.
- Transform a quarterly planner into a 90-day program.

More Repurposing Ideas 2

1. Transform a printable planner into a digital planner.
2. Gather up related PLR products and combine the content to create a unique new product.
3. Go through your PLR content and pull out power quotes.
4. Create a set of social media graphics from those quotes.
5. Gain inspiration from a PLR product and develop a unique PLR product of your own.



Prepare PLR to Sell from Your Shop or Website 3

- When preparing to sell PLR, you want to customize it a bit so that it is unique and looks different from the original.
- Change the name of the product.
- Change the font style and heading colors.
- Create a colorful title page, which you can use as a cover.
- Add a page to the product that features you.
- Add a call to action such as a marketing page and/or shop coupon, to encourage future purchases.

Develop or Repurpose a Line of Products That Attract Your Ideal Customers 3

- As you think about types of products to create, begin by doing some research.
- Make a list of ideas that you already have. Search Etsy to see if there are products on this topic. If no... go! You create them.
- If yes, how? How can you make your content unique? (More colorful? Better looking cover? More niche specific?)
- Create generic version then niche from there!

Draw from PLR Products to Create Courses, Workshops or Challenges 4

- PLR products provide you with rich background information.
- When you use high-quality, reliable content, you can take the content and run with it.
- Transform a planner into a workbook for your workshop.
- Create slides based on the content. Then teach on that topic.
- Make a video of the slideshow presentation.

Tips for Creating a "Challenge Experience" 4

Decide on the length of your challenge.

- For a free opt-in product, go with 3-7 days.
- For a product people pay for, popular challenge lengths are 7, 14, 21 or 30 day challenges.
- Go through the content and divide it into days or sections.
- Example: A 21-day challenge can have 3 focus areas (based on the topic) with 7 daily steps equaling 21 steps or activities.

Tips for Creating a "Challenge Experience" 4

For the daily activities, go through the PLR product and pull out content to create daily activities such as:

- Journal prompts, Checklists, Action steps
- Create consistency so that they know what to expect daily.
- Example: Welcome to day __ of the __ challenge. Today's focus is on: ____. (Then include a few sentences on the topic and lead into the activity.)

Generate PLR Income as an Affiliate 5


- Affiliate income is where you get paid for promoting products. This can be quite lucrative as well as effective in developing relationships with product creators.
- When you have an affiliate program for your products, you'll be able to reach out to the people you've been an affiliate for.
- Use the products yourself so you can give a genuine testimonial.
- Choose high-quality products, that your email subscribers would find interesting.

Ways to Locate Affiliate Programs to Promote 5

- Make a list of the tools and products you use.
 - Email service provider, website or hosting company.
 - Training platform provider, such as Teachable or Skillshare.
- Make a list of the PLR products you've purchased and love.
- Go to the websites for these products to see if they have an affiliate program. Register to become an affiliate.

PLR Products - Resource List

- Coach Glue: ShareYourBrilliance.com/coachglue
- Createful Journals: ShareYourBrilliance.com/sue
- PLR Beach: ShareYourBrilliance.com/plrbeach
- PLR of the Month Club: ShareYourBrilliance.com/plrclub
- Ritchie Media: ShareYourBrilliance.com/ruthie
- Simply Couture Designs: ShareYourBrilliance.com/designs
- Thrive Anywhere: ShareYourBrilliance.com/thrive



*Productivity Success Tips
Does This Sound Like You?*

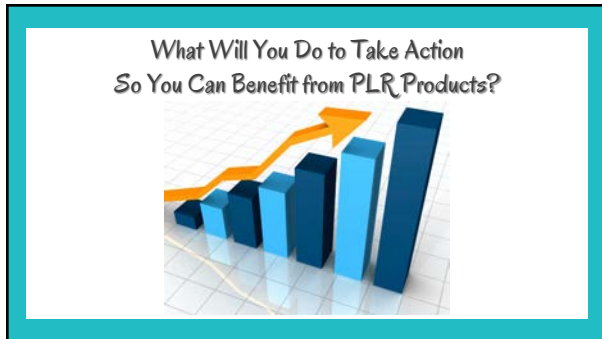
- I've so many ideas & interests. I find it difficult to stay focused.
- I have so much to offer yet I've offered nothing.
- I get started but I don't get finished. I need to get one thing done, which should inspire me to continue.
- Having too many ideas in progress limits my focus, generally resulting in no ideas reaching completion.

Make a Decision – Done is Better than Perfect

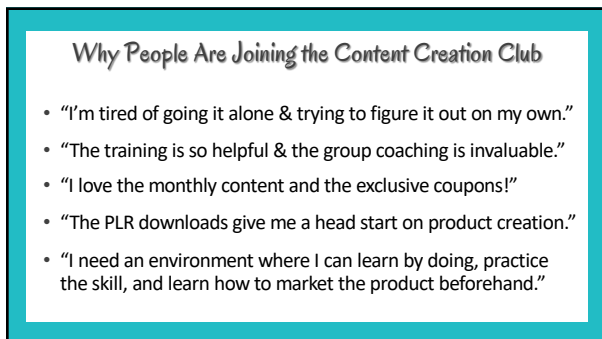
- With so much info coming at us, it's easy to get distracted and flit from project to project. Something that can change your life is...
- Pick a project or product to create.
- Schedule recurring, prioritized times in your calendar.
- Commit to completing the product before going to the next.
- Develop strategies for when you find yourself getting distracted.
- Get out of perfectionist mode – "Done is better than perfect!"
- Do this for one project – it can set the stage for ongoing success!

*What Are Some of the Ways You're Using PLR?
And What is Something You've Learned Today?*









Here's Just Some of What You Get


**SUCCESS EXPRESS
CONTENT CREATION CLUB**
with D'vorah Lansky, M.Ed.

- Monthly Workshops & Hands-On Support
- Personal Use Action Guides and Bonuses
- PLR Content on Each Month's Theme
- Exclusive Member's Only Coupons
- Private Discussion Forum



Action Steps

- Go through your computer and make a list – by topic – of the PLR products you have.
- Categorizing by topic, can help you decide on an area of focus, or monthly topics you'd like to prepare to sell.
- Schedule times in your calendar to prepare your PLR files.
- Rinse and repeat... set a schedule for yourself.
- Go for it – you'll be glad you did.



Here's to Your Success