

Using PLR For Offline Marketing: 10 Things Offline Consultants Need To Know

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Using PLR For Offline Marketing: *10 Things Offline Consultants Need To Know*

Introduction

As an offline consultant, you already know that you can never have too many tools in your marketing toolbox -- especially if you work in multiple niches. Using PLR articles, reports and eBooks can be a useful and low cost way to fill your clients' needs for marketing materials and website content.

Private label rights content is usually less expensive than hiring a ghostwriter, and they're almost instantly available once you buy them. You may need to do some rewriting, but that's usually faster than the waiting time that's involved when buying from a top notch writer who is in demand and may be booked solid several weeks ahead.

But you have to know how to use PLR content effectively, or both you and your clients can get burned.

All of the tips that follow are based on the assumption that you're using high quality PLR. That means it's grammatically correct, interesting and entertaining, and written in a style that flows well and sounds natural if you read it out loud. And of course the information must be relevant to your topic. With that understanding, here's your first tip:

1. *Verify The Research*

Make sure that the research behind the PLR you're using is solid and accurate. How can you tell? If you're knowledgeable about your client's niche, you'll know from reading the PLR articles whether they're accurate or not. (Although this may sound obvious, you'd be surprised how many people don't bother to read the PLR articles that they've bought. Set yourself apart...read the content you're passing along to your client!)

If you're not familiar with the niche, you can try to find an expert to review the PLR articles for you. Look through your address books. You might have a friend who works in the industry and would take a look at them in exchange for a free dinner.

Or you can verify the information using Wikipedia or online forums that the niche professionals use. Do a search online using the name of your client's niche plus the word "forum". Look for forums that have lots of recent activity. Then read a few posts and look at the moderators profiles. If the forum mods have long term industry experience, you're probably in the right place.

2. Leverage Your Clients' Expertise

The best way to verify PLR content for niche accuracy is to have your clients look it over and take notes on their comments. With those notes, you'll be able to easily turn the articles or eBook into instant "customized" content.

If you have any concerns about your clients' reactions to using PLR, present the content as a draft or template that allows them to keep their costs down as well as have materials that are custom tailored to their business. They'll like the fact that you're concerned about their budget as well as providing them with top quality service!

3. Protect Yourself & Your Clients

If you're buying PLR for a technical or professional niche, do not skip the step on verifying the accuracy. In fact, if your clients are licensed professionals (for example attorneys; construction tradespeople such as plumbers, electricians or contractors; alternative health professionals), there could be legal consequences if you publish misleading information.

To protect yourself and your clients, make sure that they review every piece of final content you use before it gets published. After you have revised the PLR based on their comments and your notes, have them literally sign off on the final version, or send you an approval email that you can save in your file before you publish the final PLR material. You may never need that documentation, but if you ever do, you'll be glad you took that extra step.

But don't get discouraged if they are critical of the PLR articles. Often "professionals" pride themselves on doing their own writing or take will take every opportunity to display their "superior knowledge" by rejecting information that comes from anyone but themselves. If that's the case, use the PLR as the starting point or as an outline for topics to cover, and let them revise or rewrite to their heart's content. You can use the original PLR for emails, and post the material that the clients produce on their websites for the whole world to see.

4. Verify The Writing Quality

For some niches, research accuracy is not the critical factor. For example, PLR for entertainment niches like restaurants will mostly be describing subjective qualities that are a matter of personal opinion. There is no legal liability involved in whether a restaurant serves pizza, Thai food or steak. And customers will choose based on their personal preferences and how much the PLR copy appeals to them. So you can easily evaluate that kind of PLR based on whether or not the content is effective in making your clients' product or service sound appealing.

Does the writing make you see and taste the fresh "pizza supremo", thick with hot, bubbling golden-brown imported mozzarella cheese on a thin, crispy handmade crust that's only available at your client's restaurant? Does your mouth start watering? That's the kind of PLR you want. (My apologies for the previous example if you don't like pizza. I hope you get the point in spite of my choice of cuisine!)

5. Get More Responses From Short Emails

Forget about expensive and high maintenance newsletters. Fill your clients' autoresponders with quick and easy to read "niche tips" instead. When you use niche PLR one *paragraph* at time, you can turn a dozen articles into a year's worth of weekly emails.

Everyone is pressed for time these days. But your clients' prospects can scan "niche tips" emails quickly. So they won't avoid opening them the way they dread opening a long and time-consuming newsletter. Combine "niche tips" emails with weekly or monthly coupons and special offers, and your client will have customers who will be on the phone demanding their email if it doesn't go out on time! (Can you imagine how happy your client will be with your consulting services when they get a call like that!)

6. Why You Don't Need To Worry About Word Count

Be careful about basing your PLR purchase on high word count. More is not always better. Magazine and newspaper publishers used word count in the past because they had to lay out physical pages by hand in order to print them, and they needed the writing to fit accordingly. And online article sites have minimum word counts so their pages don't look too skimpy next to all of the AdSense ads.

But your clients' readers will be searching for useful answers to their questions, not for the article with the most words. In fact, long and wordy articles are tiring to read and often cause people to stop before they ever reach your "call to action". On the other hand, short and to-the-point articles that make people want to "find out more..." get people to click, sign up or call your client right away for more information.

7. Why You Don't Need To Worry About Limited Distribution

Don't be fooled into thinking you have to buy "limited distribution" PLR. Here are a couple of *insider secrets* (from a PLR writer) about "limited quantity" PLR:

1. It's a scarcity marketing device. I'm not knocking it -- it's a useful tool, and it works to increase prices and get sales moving. You probably use scarcity as a marketing device in your own business. Things like 3 day sales, monthly specials and coupons that expire all fall into this category. It sells product, but it doesn't make the product's quality any better.
2. It's usually written for a target market that intends to use it for web pages and doesn't want to pay for unique content, but doesn't want any competition in the search results either. So if you're not using it for web pages (you're using it for eBooks or emails), or you're planning to rewrite or customize it, the "limited distribution" won't have any affect on your PLR anyway -- except that you may be paying a higher price.

8. You Don't Always Have To Edit PLR...Really!

You can use PLR on web pages, straight off the shelf and without any rewriting, if it's a good fit for your niche. Why? Because a visitor who lands on your web site is hungry for niche information...even if they found your site via a *different* article.

Once they get to your website, if they like the article that brought them there, they want more. If there's a good quality PLR article on your site that addresses their interest, they'll click to read it...and they won't care if that article shows up on Google's first page or if it's published on hundreds of other websites.

If they haven't read the article before, it's new to them. If it provides them with information they didn't have before, it's valuable to them. And if they *have* read it before, they may want to read it in depth this time, or even print it out. So go ahead and use good niche PLR to provide useful content on your clients'

websites. But give it the job of retaining traffic instead of attracting it. Use different articles for ranking in the search engines.

9. A Quick & Easy Way To Optimize PLR For Search Engines

If you're buying PLR for your clients to use on their websites to search engine traffic, here's an easy way to make it "unique" and add laser-focused SEO: develop a custom tailored keyword list.

It only takes about 10 minutes to talk with a client on the phone or to send a quick email. Just ask them to list their 3 to 5 best selling products or services, along with the ones that are most requested (they're often the same, but not always).

Pay close attention to the words they use to describe them. Sometimes there are regional terms that people use for products and services that can laser-target prospects. Also find out the names of the towns where most of their clients and customers live, and the names of any towns they would like to expand their business into. Then be sure to use those keywords when you're rewriting the private label content.

10. Turn PLR Into A Traffic Funnel

Look for PLR that describes a basic or introductory-level process in your client's niche. Often, these are article packs or reports that describe a "do it yourself" process in a quick and general way and can serve as a "conversation starter".

You want PLR products that take the reader through the process, and help them to see why they might want to hire a professional instead of trying to do it themselves. Brand it with your clients' contact information, and your client will be the one who gets the phone call when the reader starts calling around for quotes. And you'll get the credit for generating those hot leads!

You can [download an example of a "conversation starter" report here](#). Take a look...it's free. After you read it, you can use it as a template for your own reports or give it away as a sample of the kind of marketing tools you'll be able to provide now that you're a pro at using PLR for offline marketing.

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