



Ways to Use



Content

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# Ways to Use Content

## \* 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: [AutoBlogged](#) and [PLR to Wordpress](#)
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 [ViralPDF](#) to allow affiliates to custom brand their affiliate link in the PDF. Learn more about creating freebies for affiliates with [Sales Army Secrets](#)
11. Respond to “Yahoo! Answers” questions and discussions using the materials
12. Answer questions on discussion forums using the content as a basis

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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 [eBay](#) 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!

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## \* 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 [BuddyPress](#) or [Ning](#)
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

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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 [List Profit System](#)
55. Package the content as a complete home study course
56. Incorporate the content as part of other products

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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: [Aweber](#) or [1ShoppingCart](#)
63. Use PLR wallpapers to create on-demand physical products like mugs, magnets, stickers, and other items with [CafePress](#), [ArtsNow](#) or [Lulu](#)
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

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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 [TubeMogul](#) or [TrafficGeyser](#)
83. Use the material for a [BlogTalkRadio](#) internet radio show
84. Create step by step video tutorials using [Jing](#) or [Camtasia](#)
85. Pre-load an iPod with audio, video, and eBook content, then sell it
86. Develop an iPhone app

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- 87. Develop a Facebook application
- 88. Create a slideshow and share it on [Slideshare](#)

## **\* Other Creative Approaches \***

- 89. Inspire yourself by using the [PLR.me wallpapers](#) 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

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