

PLR Enhancement

Your PLR Is Just The Source Of Something New

Before you can use the PLR material you have, you must first modify it.

Your product should look and sound completely different than the PLR you sourced it from. You have to look at your PLR as source material in the process of creating something new.

Importance of Complete Revamp

- Revamping the PLR is crucial in order to stand out from competitors and avoid duplicate content.
- You can add unique value by incorporating your expertise and insights into the material.
- Modifying the material and producing something new from it will enhance its marketability.
- By updating the material and making it your own, you will be crafting high-quality, original products to attract customers that are already in the niche.

Expanding on the Subject Matter

- You or your virtual assistant will have to put in some elbow grease to get it done right.
- Deepen your knowledge on the topic covered in the PLR material by conducting your own research.
- Complement the PLR with additional information by adding new chapters or sections.
- Share your expertise and unique perspective by injecting your own stories and insights into the material

Combining Multiple Articles and Books

- Identify and acquire complementary PLR pieces like articles and books that cover related topics.
- Structure a comprehensive course by combining content from multiple sources into a cohesive product.
- Edit and revise the content to maintain a unified voice and ensure consistency.

Creating New Media from PLR

- Transform the PLR into an organized outline for easy consumption. Read it, highlight, copy, paste, and delete. Follow the 5-5-5 method.
- Use a free slide theme to convert your outline into visually appealing slide decks in Google Slides, PowerPoint, or Keynote.
- Present the slides while narrating, and record an engaging video with onscreen recording software.
- You can have the new video transcribed using an AI software to develop yet another piece of text content.

Use AI To Modify

- You can feed the content paragraph by paragraph into ChatGPT and ask it to turn it into something new.
- Ask ChatGPT to expand on it, turn it into bullets for you, or even create a slide deck out of it.
- Turn the content into prompts that force ChatGPT to make new, expanded content and even suggest new media and material for you to create.

Scripting for On-Camera Videos

- You can reframe the material for on-camera delivery by turning the PLR content into a script.
- Use your smart phone on a tripod, and make sure you have good lighting and a quality microphone.
- Read your script on-camera and then edit out the bloopers using software. You can also outsource this.

Audio Files and Podcasts

- Convert your PLR into audio content by narrating your newly modified material using Audacity.
- Use software tools to polish the recording and enhance audio quality:
- Share the audio content as podcast episodes for broader reach.

Enhancing Visual Content

- Design your own infographics for certain PLR information that can be visually appealing, like pie graphs and charts.
- Add in stock images of models with facial expressions and physical gestures that portray the feelings in the paragraph. You can buy PLR image packs for this or use a site like Canva.
- Create a new logo for the product and a new cover for the book. This can be easily done using MyEcoverMaker.com
- If you're going to be doing this often consider getting a tool like ClickDesigns.com

Don't Get Lazy

Let PLR make you a better content creator instead of a lazy one. Embrace the challenge of revamping your PLR material into new, unique products. Apply the step-by-step process we've discussed here to create new, valuable, marketable content and continuously innovate and experiment with different formats and media.