Okay, let's talk now about enhancing your private label rights material, because before you can actually use the PLR material that you have, you have to first modify it. Now, your product should look and sound completely different than the p l r that you sourced it from. It can't be the same, you just can't pedal the same stuff that you got and put that out there as is. You can't slap a new title on it and then say, this is it, because that's just gonna harm your brand. It's just going to, it's gonna harm your brand. It's gonna come back and bite you in the butt. You have to look at your p r as a source material in the process of creating something completely new. So it was the reference material that you used in the process of creating your new product, and that's the way that you need to look at it.

Now we're gonna get into specifically how to go into the, the, the, the material and what to pull out and how to do that. That's what we're gonna talk about here. First and foremost, how important is it really to revamp the product? Well, revamping the p l r is crucial in order to stand out from competitors and avoid duplicate content. Remember that the people that are consuming this material, this p l r material, they are people that are interested in the topic in the subject matter. Therefore, it's very likely that these people have had a bunch of other material th you know, that they've purchased before that might be sitting on their computer right now. And they're gonna recognize if it's something that they've seen before, that they've purchased before, that they've read before. So, in order to stand out from the crowd, you need to modify it.

You also have to avoid that penalty that you get from the search engines for duplicate con content, specifically, if you're using the material for blog posts or content on your website, it's basically getting indexed by the search engines as duplicate. That penalizes your ranking in the search engine result page. Now, you can easily expand on your material by, you know, including your own expertise, your own insights into it. You can add a unique perspective to somebody else's material, cuz remember, it's somebody else that wrote it. You purchased the rights to basically change it and resell it. And now you can incorporate your own information. You can produce something completely new by modifying the material and enhancing its marketability. By injecting your own stuff, you can, you can put in your viewpoints, your ideas, your concepts. By updating the material and making it your own, you're gonna be crafting a high quality original product that's gonna attract customers and that they're gonna see as unique, even though they are already in the niche and they've probably read this sort of material in, in a whole bunch of different other products before.

So how do you expand on subject matter? Let's talk about that. Well, you or your virtual assistant will have to put in some elbow grease here. That's the only way to get it done. This doesn't happen by itself. And yeah, it takes some work. You can expand on the subject matter, but you're gonna have to deepen your knowledge on the topic that's covered in the PLR material. By conducting your own research, Google is your friend. You have to Google it. You have to go and read articles, read blog posts, maybe get multiple P l r eBooks on the subject that you can combine. You have to become

knowledgeable on the subject if you are gonna produce something new that's unique and that is going to be appealing to this audience. You can compliment the PLR material with additional information by adding new chapters or sections of your own, by injecting your own images, by basically just expanding on the content through information that you learned in your research.

You can share your e your own expertise and your own unique perspective by injecting your own stories, by, by putting in your own insights into the material, and essentially just by making it your own. Here's another concept. You can combine multiple articles or multiple books that you've purchased with p r rights. You can identify and acquire complimentary p lr pieces, like articles and books. There's even videos and other things that you can buy. If you do some shopping around, you can find a whole bunch of PLR content on the subject, and now you can get a couple of different pieces and, and read through them. Go through them and maybe you like this chapter from this piece. Maybe you like that chapter from that piece. Maybe you like this checklist that, that came with this one. Maybe you like one of the slides in this video and you got it transcribed.

And you're gonna use that text so you can basically get a whole bunch of different pieces and put them together. The idea here is to source the material from different places, but make it cohesive. You have to be the glue that kind of structures it all together. And by doing this, you can structure a comprehensive course that combines content from multiple different sources into a cohesive product. And that's the important word here, especially if you're gonna be pulling things from different sources. It's gotta go together. That's what cohesive means. It's like it just goes together. It, it, you know, it blends well. And that's gonna be hard to do because they're written by different people. They use different wording, different styles, and you're gonna have to be the person that brings that together. How? By rewording it, by putting it in your voice, by adding your own flare and your own images and your own stories.

And, and basically by making it your own, you can edit and revise the content to maintain a unified voice and ensure consistency. So there's no version of this where you can just slap it together and not even read it. Right? That is just a recipe for disaster. Don't ever, ever, ever put out something or publish something in any way that you haven't thoroughly read, that you haven't vetted, that you haven't gone and approved. And what you'll find sometimes is that even though you're perfectly okay with the subject matter, you just don't like the way it was worded, it just doesn't sound like you, or maybe it just doesn't sound the way you want it to sound. This is why you've gotta get in there and you've gotta edit it and you've gotta revise the content. Now remember what I said earlier, this could be you doing it or it could be your assistant.

You could pay somebody four or five bucks an hour that, that would gladly edit the material for you. And you could be the person that goes in there and maybe highlight certain things and say, Hey, I want this moved. I want this done. I want this sectionreword. And then, and basically be the manager of the project and pass it on to

your assistant to actually do the heavy lifting and the editing for you. Here's something that is a must. You've gotta create new media from the p l r, especially if you're ex expanding. If you're expanding on the material, expanding means making more, making greater, making bigger. You have to have new stuff. You can transform the p r into an organized outline for easy consumption. What does that mean? Well, I'm going through the p r material, I'm highlighting certain sections and I'm pulling them out.

I'm gonna read it, I'm gonna highlight, I'm gonna copy, I'm gonna paste, I'm gonna delete, and I'm basically gonna follow the 5, 5 5 method. What that means is I'm gonna make an outline. I might be reading the document that I have open on one tab and on another tabl maybe have a Google Doc. And I've got five headlines and five bullets within each one of those. And then my goal is to eventually create a bullet, a video where I read for five minutes on each one of those slides, right? So 5, 5, 5. And you pull out the material for each of these five things from the, from the content. And then you, you reword it a little bit. Now you've got an outline that you created using the 5 55 method from the material that you source, the PLR material that you sourced. You can use a free slide theme from, from like, there's a whole bunch of 'em, like slides go.

And if, if you go and you Google it, you'll find a whole bunch of different ones for the different platforms for they have free themes for Google Slides, free themes for PowerPoint or Keynote. And essentially what you're doing is you're getting some nice kind of, you know, good looking graphical backgrounds and themes. That'll, that'll actually compliment the presentation 'coz you're gonna take the outline that you made from the material and you're gonna create a slide deck with it. So if you have five topics that you pulled out from the, from the material, guess what? That's five slides, five headings on, on the five slides. And then you get, you pulled out from, from each chapter in the book. Maybe you pulled out five little things. Well, guess what? Each one of those topics now have five bullets because you pulled out five sentences from it.

And you can reword these. But ideally, you're coming up now with an outline and you're gonna turn that outline into a slide presentation. Once you've got that, you just present the slides while narrating it, right? And you can record an engaging video with some onscreen software. As a matter of fact, PowerPoint and Keynote, it's built in, like you can record built into the software. Like you, you can't do that with Google Slides, but you can run your Google Slides and, and actually, well, at the time that I recorded this, you couldn't do that with Google Slides. Not to say that you won't be able to do it in the near future, but my point is that you can actually go and record with the very slide software that you're using. Powerpoint, you could do it with that you basically record the presentation, it captures your voice from the microphone and it captures the screen as you're pushing the slides.

And then you can export it as a video, as an mp4, as an M o V file. Depending on, you know, whether you're using PowerPoint or Keynote. So you can actually have a video now that you did from an outline that you created slides for, and it all came from that P L

R ebook that you purchased, right? You can have the new video now that you've created transcribed using an AI software. There's a bunch of AI software out there that you could basically upload your video and it'll transcribe the whole video for you. And guess what, now you have a totally new piece of text content and it's not gonna read at all like the original why? Because it's gone through this process of you picking out certain parts that you wanted to talk about, you putting it into a slideshow. You now recording and ad-libbing and injecting your own, your own flare into it.

And now having that recording and transcribing that recording, you got a completely new, new, new piece of content that you have that was sourced from P L R. So you didn't have to struggle to come up with any of the ideas of concept yourself, but it's completely different from the original p l r. There's a lot that you can use with AI to modify, and that's, that's the word there. Modify, use AI to modify. Do not use AI to originate. That is not a good idea because there's very little that's original about ai. AI is using its database to source the information, meaning at some point or another, somebody wrote that information that chat g p t is spitting out for you. But you can feed the content from your p l r material, paragraph by paragraph into chat G P T and ask it to turn it into something new, something bigger, something expanded.

You can ask chat g p t to expand on it and turn it into bullet points for you, or even to create the actual slide deck out of it. You can do all of this by just uploading the material. Now the thing is with using these, these AI tools is that you can't go and upload like a hundred page ebook into it and say, Hey, rewrite this for me. We're not there yet. But you can definitely turn the content into prompts that actually force chat g p t to make new expanded content new. And, you know, you can even suggest new media material and, and stuff like that. Like it can, it can actually come up with a video script for you from the material that you upload. For example, you can take maybe a page of text from one of youryour p r eBooks, upload it into chat GP PT and say, Hey, chat gpt, this is some information that I have that I want to create a video for.

Can you read it and then make a script for me and chat G P T will get to work and it'll make you a script. And then you might say, Hey, chat gpt, I don't like the second paragraph. Can you rewrite that? Or, Hey, can you make this longer or can you, can you create a better intro? And, and in that way, now chat, G B T is sourcing the information originallythat from your PLR product and turning it into new content for you. So that is something that you can use AI to help you so that ultimately you can turn the, the content into prompts and then you can force chat G B T to create new and expanded content that that is gonna generate new media for you and, and just new material for you overall. Now, here's something that you should do a lot of people don't do.

And if you do choose to do it, you are gonna really stand out from the, from the crowd. And that is making on-camera videos. You yourself not using some creepy look in AI generated kind of figure on the screen. But you yourself. And how can you do that? Well, you can reframe the material for on-camera delivery by turning the p l r content

into a script. So you could take the, you know, the, the first chapter or maybe the first couple of pages of that chapter, and then you can maybe make an outline or you could turn it in paragraph by paragraph into prompts or that, that you are gonna read, maybe using a teleprompter, maybe using your iPad. It is perfectly acceptable for you to have an iPad or a notepad in front of you as you're reading into a camera and as you're doing a presentation perfectly.

Okay, I've done that many, many times. I've seen people even do it from stage where they're, they're, you know, they're at a podium and they're, they're actually using an iPad to kind of go through the material that they're presenting. And you can do this on camera and create live, and well not live, it's being recorded live, but you can create very dynamic, engaging material that's visual because now they can see you teaching the material and it's all coming from p l r. So you can create really powerful scripts. You can use your smartphone on a tripod to record it. By the way, you don't need any fancy expensive gear. You can actually have, you know, good lighting. You just make sure you have good lighting and you can have your, your iPhone on, on a littletripod that you got on Amazon. I've seen them for less than 10 bucks.

You can buy one of these so that you can stand a few feet away or sit a few feet away. Just make sure you have a quality microphone. Coz the further away you get from that iPhone, the, you know, the worst the audio's gonna get. If it's within a feet or a foot or two and you're just doing from the shoulders up, like a talking head video, that's fine. Like you don't need a special microphone. But if you're gonna be sitting maybe 10 feet from the, from where the iPhone tripod is, then I might recommend you getting, you know, spend a few bucks and get one of those little lapel microphones that plug into your iPhone or your smartphone, whatever it is you're using Android you know, because the audio is really, really, really important. The other thing is you can read your script on camera and then edit all the bloopers out later.

So don't worry about my goodnesswhat if I make a mistake? No, don't worry. You know what you do? You clap. When you make a mistake, you clap and then when you're editing later, you're gonna go through your video, look for your claps, and everywhere that you clapped, you just go cut that piece out. And then you just, you just kind of edit it a little bit and you'll become better and better at editing video. And, and there's so many, you know, softwares out there that you could use for editing video or if you have a virtual assistant just that, just pass that task onto them. Say, "Hey, look, I made this video, I'm gonna need you to watch it cuz there was a bunch of mistakes in it, and I want you to edit it and I want you to make it sound good."

So don't just cut it from one to the other. Like, I want you to zoom it and, and, you know, make a nice transition from here to, to, you know, every, everywhere that you had to cut, and that person will do it for you. And again, you can outsource this kind of stuff for super cheap. Now, another thing that you can do, which is also powerful, is you can create an audio file, right? An mp3. A lot of people listen to audio books. A lot of people,

I'm one of them, I love listening to audio books and podcasts in the morning when I'm getting ready, when I'm taking a shower, that's my time to listen to podcasts and, and listen to audio books. You can convert your p l r into audio content by simply narrating your newly modified material using something like Audacity, for example.

That's a free tool. And, and you can download it on your computer. You could just turn on your microphone and literally just read the book. Now, personally for me, what I do is I print it out. I like having a physical copy, but I don't just read the PLR as is. I modify the p r first. So I go through that process that I described earlier of creating outlines, of creating new mediacreating transcripts, and then once I have my new material, my new material with my voice, with my flare, with the injection of my insights, now I use that to create an audio file. Here's another thing you could do with it. You can, I even after you record it with Audacity, you could use software tools to polish the recording and enhance the audio quality. There's AI tools out there right now.

I'm not gonna endorse any, but you can, you can upload your audio file and it'll cut out the ums and the ahs and just kind of make it sound amazing. You know how that, that broadcast quality, full rich sound that you hear on these podcasts, that's what they'll do with these different AI tools. And you can also do that with Audacity if you're really good with the software and know all the levels and the settings and stuff like that. But again, this is something that AI can do for you. This is also something that an outsourcer can do for you. But one of the cool things that I would recommend you doing is share the audio file as a podcast episode. You can actually create traffic for your products and for your niche and for your company by creating podcasts, you using the material from the p l r.

So there's a lot of different uses. I hope that the wheels are turning now in your head because like it really isn't that hard to do and you can get creative. I mean, there's no limit to what you can do with this material as long as you just take an active role in enhancing it. Speaking of enhancing it, let's talk about the visual part of this, right? Because that is huge. You might think people don't judge a book by its cover, but most people definitely judge an ebook by the cover. So not just the cover, but the graphics that are inside the book. You know, it's important. You've gotta design your own infographics for certain PLR information, you know, charts, graphs anything that's, that's representing numbers. You can insert a chart in there as you're reading through the book. Most books are making references to some sort of statistics or some sort of you know, you know, history that you could represent with some sort of an infographic.

And you can make that yourself using a bunch of different software out there. But these little things add this your own personality, your own flare, and they, they add a level of uniqueness to the P l R. You can also throw in stock images. So as you're reading the book you know, there's gonna be certain emotions being conveyed in certain parts of the book. It's, it's, it's just part of reading a book. Even a technical book. The writer might be excited to reveal something new, a new discovery. It could be about it could be

about list building. And the writer could say, now you won't believe what I discovered next. I added this one little thing to My funnel. And bam, right there, when that paragraph is being read, you can insert an image of somebody just like throwing their hands in the air in, in amazement, like going, wow.

Oh my goodness. And, and that could be a stock image that you got. As a matter of fact, here's the cool thing. You can buy p l r image packs where they come with hundreds or thousands of these models and different poses and different expressions. I'm shocked. You could have a shocked woman at her computer. You could have a, a sad woman opening the bills. You can have a man walking his dog. All of these are pictures that you can buy yeah, from stock image sites, and they can, they can get expensive. Or you could buy a p r package of these kind of images. Now you can insert them in certain areas. Now here's the thing, it's gotta make sense. Don't just randomly throw in a picture of a guy walking his dog when you're talking about list building, right? So if you're, if you have a specific reference in the text that ref references dog walking or dog training or something like that, then okay, that would kind of make sense and it would break up the content a little bit.

But just randomly putting a man in a ski mask in the middle of your ebook when it has absolutely nothing to do with skiing or robbing a bank or anything like that, could be a little confusing to the reader. So you wanna make sure that you're using images, but it's gotta be images that make sense and that go hand in hand with the content. Something I always recommend is create a new logo. So if the product, the p r product came with a graphic cover and all that, make a brand new logo. You can do it yourself. If you're good with gimp or Photoshop or whatever tool you use, you can hire somebody for five bucks on Fiverr to come up with it for you, or you can outsource it, push it over to your assistant for four bucks an hour or whatever it is that you that you do to get stuff done.

You definitely wanna create a new logo. And while you're at it, a new cover, you need a new, and there's two types of covers, okay? I wanna make sure you understand. There's what we call the flat cover, which is basically just an image, which is the first page of the PDF document. So the entire first page of your book, since it's an ebook, it doesn't just start with text. There's a cover, which is an, you know, the exact size of that PDF page. So that cover would be like the flat image that represents what, what an actual book cover would be like. And you, you need to have that. And you also need to have what we call an e cover. An e cover. It actually is a little picture of a book, of a physical book, but it's got the title and the information and the design from your product, from your, your new version of this p l r material.

Now, the reason this is important, in case you're wondering, well, why do I want to have a picture of a physical book when I have a digital book? If you're still struggling with that concept, lemme just clear that up real quick. It's because your mind and the mind of your prospects, your customers, your readers thinks in pictures. And if you're selling an ebook, having a picture of a physical book that represents your ebook, it's gonna solidify

the concept that it exists to them. Because the mind thinks in pictures. And if they can't picture the book, then subconsciously it doesn't exist. So that's why you wanna have not just images for inside the book models and people walking their dogs or whatever it is, but you also want to have that nice logo and that new cover, and you want to have an e cover that represents it.

And just remember there's, there's a whole bunch of places you can do this. Like for example, if you're gonna create a new logo for your product and you want to do that, that you know, that flat cover you can also do the, even the the e cover. You can use something like my e cover maker.com. It's free. I bet you there's a bunch of AI tools out there that you can use. You're probably gonna have to pay for those or get some sort of a free membership. There's also a really, like if you're, if you're serious about doing this and this is something that you do often, like, you know, revising PLR material and, and you constantly needing graphics and covers and things like that, I'm gonna recommend a product here. Click designs. Click designs.com is a really, really cool tool cuz you can do all the types of graphics that I was just talking about.

You can make them inside of click design. So again, just a just a plug there. I don't make any money from that. It's just me giving you a resource that you could use. Now, ultimately, I want to tell you this, when it comes to enhancing the PLR material, that's exactly what it is. You want to enhance it. You don't ever want to push it off as you got it because that's just bad business. That's just a bad practice. It's a bad habit to get into. Don't get lazy. Let p l r make you a better content creator instead of a lazy one. And I've seen people use p l R to just get lazy. Oh, I don't want to create a bonus for this. I'm just gonna grab some PLR and I'm gonna throw it on a page and I'm gonna tell people, Hey, here's this bonus product that you get if you buy this thing through my link.

That is not really, really good marketing. It'll only get you so far. Because the chances are, if somebody is truly interested in that niche and they're actually a, a valuable prospect for that offer, they may have already seen that p r material in its current state, cuz it, you're not the only person that's bought that PLR material, hundreds if not thousands of other people just like you that are already in that niche that have probably been in that niche for years. They've already been giving that book out or selling it as it is. Heck, the, the creator of the, the book itself, the, the PLR it might, might have launched that once without PLR. So, you know, again, you wanna actually embrace the challenge of revamping your PLR material into new, unique products. I recommend that you apply the step-by-step processes that we discussed here, all the different things that you could do with it.

Do every single one of them or pick one that you're really great with and start there. Create new valuable, marketable content and continuously innovate and experiment. You're gonna think of things that I haven't thought of that you can do with p l R material. I've seen really creative people create print material out of their, their eBooks and their stuff that they got p l r rights to. I've seen all kinds of formats and media and thing that,

that, that people have created with p l material. So I encourage you to not get lazy, but in instead get inspired by all the different things that you can do when enhancing PLR material. I'll see you in the next video.