

# Private Label Rights Articles (PLR) for WAHMs Special Report



By Nicole Dean

[www.EasyPLR.com](http://www.EasyPLR.com)

Specializing in limited  
edition high-quality PLR  
articles on niches

## What Are PLR Articles?

You may have seen the term Private Label Rights or PLR articles being tossed around frequently lately. PLR articles are articles you can buy (usually in packages or as part of a membership) that you may edit and use as you wish.

Unlike free reprint articles, you are not required to link back to anyone else's website which makes them appealing to many web publishers.

Why are they such a hot topic? Because website publishers, bloggers and ezine publishers are frequently looking for content. They choose to use Free Reprint Articles, but would also like to have content that they can edit and use without linking back to a website that may be their competition.

These publishers know the benefits of having quality content, but don't have the time to write everything themselves and don't have the money to pay someone else to do it.

That is where PLR comes in...

This ebook is a gift. You may share it with a friend.

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# What Can you Do with PLR Articles?

Once you understand the concept behind PLR articles they may start to sound appealing. Most people can envision the value of adding the articles to their websites. But, did you know there are more ways to use PLR articles than that?

## **1. Add them to your blog.**

Similar to adding PLR articles to your website, you can take excerpts and use them on your blog for fresh content. Whether you take a portion and use it as a “tip of the day” or use the entire article, PLR articles can be a huge time saver for you.

## **2. Send them in your newsletter.**

Need content for your newsletter? PLR articles are an option. Of course, if you’re developing a relationship with your readers, you may wish to edit the articles to make them your own voice. However, you can pull a section from a PLR article – use it as inspiration -- and whip out a newsletter in minutes.

## **3. Start an ecourse**

If you purchase a package of PLR articles based on a theme, it’s quite easy to turn them into an ecourse simply by adding them to your autoresponder. Something as simple as “Five Ideas for Kids Lunches” can become a 5 day ecourse to grow a big newsletter list.

## **4. Use them in your podcast**

Take a PLR article and use it as inspiration for a podcast. Add the content and you’re done.

## **5. Send them in a print mailing**

Direct mailing is huge. If you have a list of postal mailing addresses, put together a free report from PLR articles and send it out.

<http://www.EasyPLR.com> – Your source of PLR articles that you’ll be proud to put on your website.

## 6. Create a special report

Simply bulk together some PLR articles that have the same topic, and make them flow into a special report. Turn it into a pdf file and give it away to your website visitors.

## 7. Record an Audio

Simply edit and read the PLR articles into your computer microphone and you can create an audio to provide free to your customers or to create the beginnings of a product that you can sell.

See how easy that is? The only hard part is finding a PLR service that is high quality and fits your niche. Look around. Make sure the PLR package or membership you choose provides you with high quality articles so you can create something you'll be proud of.

### **Here's what one of our customers had to say about EasyPLR.com:**

*I just wanted to say I am very impressed with your PLR articles. I bought the homeschool pack and spent yesterday editing 9 of the articles and setting up a homeschooling resource section on my NatureMoms.com site, which after only one day, has been received very well by my visitors and blog readers.*

*The articles were top notch and easy to add onto with my own content and thoughts and you did all of the affiliate research for me! I only had to follow the links you provided to monetize the content. Thanks a bunch and I can't wait to see if you will offer more content that I can use!*

- Tiffany - NatureMoms.com

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# PLR vs. Free Reprint Articles: Which is Best?

Content is always in high demand. Right now the focus seems to be on Private Label Rights (or PLR) articles. PLR articles are pre-written and sold in packages to online businesses looking for content. The big selling points of PLR articles are that you may edit the articles and that there is no author bio required (so they don't have any outbound links).

Compare PLR articles to free reprint articles. Free reprint articles from places like [ladypens.com](http://ladypens.com) or [freeaffiliatearticles.com](http://freeaffiliatearticles.com) are written by people who have something they'd like to share. (Or, they are sometimes written by people just publishing junk, in the hopes that they'll get some incoming links. But, good article directories will delete those, so we'll focus on the good ones here.)

So, which is better? Honestly, each has its place. Sometimes you'll find an excellent free reprint article that you'll want to share with your readers and you won't mind a bit having an outbound link, especially if there is an affiliate program associated with it. The free reprint article added value to your readers, and you didn't have to write the article. That's what free reprint articles are all about.

Other times you'll already have an idea in mind for a topic and you'll just want a boost getting that section of your website done. If you run across a high quality PLR package on that niche, you're set to go.

So, how do you know which PLR service or membership to choose? Here are some guidelines to follow:

1. Some PLR sites offer a monthly membership where you receive a grab-bag of articles – on any topic. If you already know what you need, this may be a waste of money. Other PLR sites will list topics and you can buy the articles in a shopping cart. That ensures you receive the articles you need when you need them.

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2. Are the articles written by professional writers with experience? Or are they outsourced to the cheapest overseas help they can find – no matter the quality? If the articles are going to be a reflection of your business, you'll want to ensure that the articles are well-written.

3. Who's running this thing? Is the PLR site run by someone who knows about content or someone who thinks they can ride the content wave and make a quick buck? Make sure you're hitching your wagon to someone who knows what they're doing.

Those are just a few tips to keep you from wasting money on a PLR site that you can't use. Continue to use free reprint articles, but look into PLR articles as well. They can both benefit your website and your business.

### Compare us with other PLR sites ...

#### Limited Edition

<b>EasyPLR.com - (winner!)</b>	<b>Them</b>
We only sell a very limited number of packages per topic, so you know that the web will not be filled with the same exact articles on other websites.	They "limit" their packages at 500-1500 members. (We wonder how limited that really is...)

<http://www.EasyPLR.com> – Your source of PLR articles that you'll be proud to put on your website.

# PLR vs. Ghostwriting: Which is Better?

When you need content, which should you choose – PLR or ghostwritten articles? Let's analyze both options to find out which option is right for you.

## **Ghostwritten Articles**

Ghostwritten articles are written just for your use. You own the article and can do whatever you'd like to with it.

Pros:

- The article is unique to you and you do not share the content with anyone else.

Cons:

- Ghostwritten articles are quite a bit more expensive per article than PLR packages.
- You have the responsibility of finding a good writer.
- The quality can be questionable.
- You need to check your articles to make sure your ghostwriter isn't stealing content. Unfortunately that does happen.

## **PLR Articles**

PLR articles are prewritten articles that are sold in packages, or as part of a monthly membership.

Pros:

- PLR articles are much more affordable than ghostwritten ones.
- The content is ready, so you don't have to wait for a ghostwriter to become available or find a ghostwriter who is available.

<http://www.EasyPLR.com> – Your source of PLR articles that you'll be proud to put on your website.

Cons:

- The content is not unique. You share the articles with the other people who purchased the package or membership.
- You can't submit the PLR articles to article directories.
- The quality can be questionable.
- You have to find PLR packages in your niche – or hope that the membership you signed up for sends you ones that you can use.

### **How can you even the odds between the two options?**

Find a quality PLR service that allows you choose your topics. If the articles are well written, and their distribution is limited, it's almost as good as getting ghostwritten content just for you.

That way, you get the best of both worlds – quality content at a great price.

#### **Another comment from a satisfied customer:**

*I just love EasyPLR.com! I have tried a bunch of other PLR article sites. They usually involve a monthly membership fee and there's only a hand-full of articles that I actually end up using. With Easy PLR I just buy the packages I can actually use.*

*You girls are saving me tons of time. Not only do I not have to dig through a bunch of unrelated articles, but also the quality of the actual articles is just as high as if I had written them myself. I don't have to do any editing before plugging them into my sites. Thanks for such a great product.*

- Susanne Myers, KinderInfo.com, Fort Mill, SC

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# PLR and Ghostwritten Articles: Are they Ethical?

Recently, in an interview, I was asked “Is it ethical to use private label rights and ghostwritten articles?”

My answer was, “usually, yes”.

If you’re using the articles and saying “written by me” without changing anything at all, it may bite you in the butt later, when someone else does the same thing. Does that make it unethical? Not really. It’s just not smart. Can you use the article as it is or edited slightly, without saying it was written by you? Of course!

Most PLR packs are written by ghostwriters. Ghostwriters are professional researchers and writers. If you purchase well-written, informative PLR or ghostwritten articles and share them with your readers, don’t you all benefit? Your readers benefit by getting great information. You benefit by saving time. Is it any different than hiring a graphic designer or webmaster? Not in my opinion. Heck, most politicians don’t write their own speeches. They leave that to people who are professional speech writers.

Of course, you’d want to only use top-notch articles and not “sell-out” just to pump out blog posts or web pages quicker. We recommend you research thoroughly before choosing any ghostwriter or PLR service.

Here’s what to look for in a PLR service so you don’t waste your money:

- Make sure the articles are written well.
- Make sure that you know what topics you’ll receive (instead of some grab-bag of articles).
- Be sure that the people running the program have some experience in article writing themselves, so they know what they’re doing.

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There's no point in doing everything on your own, especially if you dislike writing. All successful business people outsource the tasks they are not good at or dislike. Check it out. It might take some pressure off you and allow you to spend more time with your kids. And, that's definitely ethical.

### Compare us with other PLR sites ...

#### Article Topics

<b>EasyPLR.com - (winner!)</b>	<b>Them</b>
You know exactly which topics you're getting BEFORE you buy.	You could get anything from Car Parts to Elderly care or Mesothelioma in your "mystery" package.  You may receive a bundle of articles that has nothing to do with your target market.

<http://www.EasyPLR.com> – Your source of PLR articles that you'll be proud to put on your website.

# How to Choose a Good Service

Private Label Rights (PLR) articles are hot right now. The only problem is that many people have tried them and been very disappointed. I can't say I blame them. I've been disappointed, too.

Oftentimes, the PLR services you may have tried are lacking in several areas. So, what makes a good PLR service and how can you make sure that you don't waste you money on a bad one?

Here are some questions to ask yourself before investing any money into a PLR package or membership.

## **What topics are you getting?**

I mean, seriously, if you are promised 100 articles each month, but you end up receiving a selection on Laser Hair Removal and Divorce, when all your websites are about cooking... You just wasted money.

## **What quality are you getting?**

Say you're lucky enough to get a series of articles on your topic. Take a minute to look at them. Are they pure fluff? I've paid for articles that had no original ideas, or worse, were written so poorly that there's no possible way I'd put them on my website. Make sure your PLR package contains quality articles. Otherwise, you just wasted money.

## **How many other people are getting the exact same articles?**

If 1000 other people signed up to get the same articles, are you really receiving any value? Perhaps if you don't mind reworking the articles. However, if you'd like more unique articles, then you may consider a more limited PLR service.

## **Does the PLR service give you any extras?**

Are they offering training on ways to use their PLR articles? Do they provide you with ways to monetize the articles you've purchased? Some PLR sites will include recommended affiliate programs and training on how to use their articles to get the most benefits from their service.

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Really assess the value you're receiving when investing in any PLR package or service so that you don't end up wasting your money. I don't want you to make the same mistakes I did.

### Compare us with other PLR sites ...

#### Quality of Articles

<b>EasyPLR - (winner!)</b>	<b>Them</b>
Our articles are written by writers who speak English and are paid well. The articles are approved by Kelly and Nicole before they are listed on EasyPLR for sale.	YUCK! YUCK! YUCK! Typos, grammatical errors, and fluff. No thank you.

<http://www.EasyPLR.com> – Your source of PLR articles that you'll be proud to put on your website.

# Why Choose EasyPLR.com?

There are lots of PLR sites on the web. Some membership sites offer you content for pennies per article, so why should you choose EasyPLR?

## **Article Topics**

You know exactly which topics you're getting BEFORE you buy.

## **Quality of Articles**

Our articles are written by writers who speak English and are paid well.

## **Limited Edition**

We only sell a very limited number of packages per topic, so you know that the web will not be filled with the same exact articles on other websites.

## **Affiliate Income**

We provide you with recommended affiliate programs with each article package -- and sometimes in each article. That means, your articles are ready to make you money as soon as you receive the download link.

The Choice is Clear - EasyPLR articles are better.  
*[Choose from Our Available Packets before they are gone.](#)*

<http://www.EasyPLR.com> – Your source of PLR articles that you'll be proud to put on your website.