



## PLR Rewriting CHECKLIST

# How To Rewrite Your PLR And Publish Content On Your Blog

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Dear Respected Client,

Are you ready to **tweak, re-write, and publish your PLR in 7 minutes or less?**

Using my simple step-by-step checklist below, you'll be re-writing PLR titles, adding value to your blog posts, and publishing content faster than ever before.

I'm also about to reveal some incredibly easy formatting tweaks you can make to **juice up your content** to ensure people not only *read* the words, but *take the precise action* you want them to take.



To your success,

Ronnie Nijmeh  
[support@plr.me](mailto:support@plr.me)

## Recommended Resources:

- ▶ **Self-Help PLR Membership** (reports, articles, affirmations, wallpapers)
  - <http://www.plr.me/self-help>
- ▶ **Finance PLR Membership** (action guides, reports, articles, powerpoints)
  - <http://www.plr.me/finance>
- ▶ **PLR.me Packs** (done-for-you content you can use online & offline)
  - <http://www.plr.me/store>
- ▶ **Secret Sauce Formula** (for building trust with your list)
  - <http://www.plr.me/persuasion-worksheets>
- ▶ **Master Swipe Toolkit** (persuasion & headline swipe file)
  - <http://www.plr.me/master-swipe-toolkit>

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1. **Go through your PLR and choose a relevant article.**

See the available PLR here:

- a. **Self-Help PLR Club:** <http://www.plr.me/self-help>
  - ▶ Self-Help PLR Packs: <http://www.plr.me/self-help-plr-packs>
- b. **Finance PLR Club:** <http://www.plr.me/finance>
  - ▶ Finance PLR Packs: <http://www.plr.me/finance-plr-packs>

2. **Skim through the article to get a feel for the flow and tone of what has been written.** Ask yourself:

- a. What do I like?
- b. What would I change?
- c. What would I add?
- d. Does the article inspire, inform, and/or provide value for readers?

3. **Re-structure the content to match *your* personal style, as if *you* were the one speaking.**

- a. Tell personal stories to identify with your audience.
  - b. What is unique about you?
  - c. What is your story?
  - d. What stories can I draw upon to augment the article?
  - e. What are 5 things that most people don't know about you?
- ✓ **Check out:** [Secret Sauce Persuasion Worksheets](#)  
➔ <http://www.plr.me/persuasion-worksheets>

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4. **Rewrite the title so it reflects a slightly different angle on the same material.**

For example:

- a. **Original:** “7 Tips to Beat Procrastination”
- b. **Rewrite #1:** “7 Things You Can Do To Overcome Procrastination”
- c. **Rewrite #2:** “Deliver a Knock Out Punch to Procrastination in 7 Steps”
- d. **Rewrite #3:** “The 7 Minute Guide to Kicking Procrastination”

✓ **Check out:** [Content Creator’s Master Swipe Toolkit](http://www.plr.me/master-swipe-toolkit)

➔ <http://www.plr.me/master-swipe-toolkit>

5. **Write an introductory paragraph or summary paragraph**

*(optional, but recommended):*

- a. What is one key point to this article, or what will the reader learn? Emphasize that in your introduction.
- b. What do you want the reader to take away from the article? Summarize those points in a final paragraph.
- c. How do you want the reader to feel about the subject?
- d. Add a bulleted list for an executive summary.
- e. Encourage comments by asking for feedback as a final thought.

6. **Add additional information you find through research.**

For example:

- a. Look for current events, news, or relevant topics on sites that post frequent updates and have search capabilities. Examples: [Yahoo! News](#), [CNN](#), [ABC](#), [Reuters](#), and [FoxNews](#).

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- b. Check niche forums to see what topics are being discussed that relate to your article. Check out [Big-Boards.com](http://Big-Boards.com) for a list of popular forums.
- c. Check what's [trending on Twitter](#) to see what the most popular updates are, and search for tweets using primary keywords.
- d. Look at article directories for more information on the topic.

## 7. Ensure your article is optimized for readability:

- a. Keep the paragraphs short, easy-to-read, and direct.
- b. Break up paragraphs longer than 3-4 lines into separate paragraphs.
- c. Ensure you include formatting such as bold or italics for emphasis.
- d. Use large sub-headlines to break up the text into easy-to-skim sections.
- e. Use bullet points and numbered lists to organize your ideas easily.
- f. Add a relevant image before publishing your article on WordPress.

## 8. Use keywords in your article for SEO (search engine optimization) and to match the primary keywords you're targeting for your website.

Example: If your primary keyword is “reduce stress naturally,” ensure you mention that keyword a couple times throughout the article.

Specifically:

- a. Use the keyword in your title
- b. Use the keyword again in the first paragraph of the body
- c. Use the keyword again once or twice in the article
- d. Do *not* over-use the keyword as it will look like “keyword spam”

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## 9. Add a Call-to-Action at the end of the content:

- a. Keep it simple, short, and focused on the *specific* step you want the reader to take next.
- b. Example #1:

**Tired of Being Buried In Debt?**  
**Schedule Your 100% No-Obligation, Risk-Free**  
Complimentary Consultation With A  
Certified Financial Advisor  
<http://yourdomain.com/riskfree>

- c. Example #2:

**Women ONLY: Need a Personal Roadmap**  
**To The Health & Happiness You Deserve?**  
**Get Your Complimentary *Self-Care for Women* Checklist:**  
<http://yourdomain.com/self-care>

## 10. Repurpose your PLR in many ways:

- a. Post the content to your WordPress blog
- b. Post a snippet of the content in your [email autoresponders](#)
- c. Create PowerPoint slides and record a video to publish on YouTube
- d. Record a reading of the article for an iTunes podcast or teleseminar
- e. Use the content to answer questions on forums related to your niche
- f. Take snippets from the re-written article and post on social media sites
- g. [101 Ways to Use PLR.me Content](#)
- h. [PLR Profit Blueprint](#) (mind map and video)

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## Executive Summary:

1. Choose your PLR
2. Skim through it to get a feel for flow and tone
3. Re-structure the content and inject your personality into the content
4. Re-write the title
5. Write an introduction or concluding statement
6. Add additional information you find through research.
7. Ensure the article is optimized for readability
8. Optimize the content for search engines
9. Add a call-to-action to encourage readers to subscribe, buy, or interact with you.
10. Re-purpose and re-use the content

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