



# How PLR Food Content Saves You Time & Money

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## How PLR Food Content Saves You Time and Money

Everyday hundreds of thousands of people conduct food-related searches online, looking for everything from popular recipes to kitchen gadgets.

With each new search a website is found, be it yours or that of your competition.

As an online business owner, you have undoubtedly heard that “content is king.” In fact, you are probably sick to death of hearing that particular phrase!



However, that one phrase should form the basis of your web philosophy if you want your website to stand out among the numerous other sites offering the same type of information.

In the simplest of terms, you need good, fresh, updated information on your website so the search engine robots will find your site, give you some kind of ranking based on the content originality and importance, and allow your site to come up in a regular internet search. If your website has exactly the same content as everyone else, that is the death-knell in a Google-driven internet world.

To get customers to your website, you must write good content.

Website content that is interesting and current will bring visitors. By updating your site regularly, people interested in the content will bookmark your site, link to you, and tell their friends about you. All of this will generate repeat visitors and increase your potential for greater income. If you never change your site’s content, there is no reason for people to visit for a second or third time. You have lost them after that first visit.

Since you are an expert in your chosen food-related field, you probably have several ideas for content already floating around your head. But when you look realistically at your schedule, how on earth will you do all that writing, market your website AND service your customers all in one day? After all, many information sites have hundreds of pages of information. How do you plan on competing?

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If you want to incorporate two different food specialties together on one site or in one newsletter, let's say wine tasting and cheese making, are you an expert in both fields?

Do you have the time each day to advance your expert knowledge in the art of making cheese while also trying to become the leading expert in wine tasting?

Many website owners have a DIY-attitude about their business: I can do everything myself and save money. The problem, however, is that many people do not have 18+ hours each day to work on their website content nor are they strong writers who fully understand what kind of information their clients are looking for. Who will do your marketing while you brainstorm the next great article?

Enter the world of Private Label Rights articles! Also known as PLR, these articles come to you already written, as though you had your own ghostwriter on staff. The beauty of these articles is that you can take full credit for the article, you can put lots of new content on your site quickly and you are now on your way to being recognized as the expert in your field.

Using PLR is not cheating, as some people believe. Cutting and pasting content from someone else's website is cheating. By purchasing the PLR information, you are buying the rights to change the wording, add links and either use it as content on your website, sell it to make a profit or give it away as a bonus.

Call it the "Circle of Life" for an online business: You create your first site with some content and products that people want to buy and you get a few sales.

Adding some PLR increases the amount of good-quality content on your site and more people find you through searches or referrals, thus increasing your profits even more. You now have loyal visitors and get higher search engine rankings because of your continued use of good content and marketing, which in turn increases your income even more. It's a beautiful thing!

### **Personalizing PLR Articles**

Receiving pre-written material is a great gift but editing the article to suit your niche and the tone of your website is a must. These articles provide a sound basis for growing your website content quickly but, as mentioned before, you want to avoid that duplicate content penalty.

All you have to do is personalize the article with your own words and tweak it so it can be useful to your target audience. Add some updated information, your latest recipes or jargon for your specialized niche.

PLR content allows you the freedom to take these written words and make them work for you, to benefit your online business.

For instance, if you purchase a group of PLR articles about the art of candy making and your audience is diabetic, simply rewrite some portions of the article showing how diabetics can make sugar-free candy.

Also list safe alternatives to sugar for making diabetic desserts or include some sugar-free recipes that are safe for diabetics to eat.

Your last step prior to publishing your new PLR content is to check how original your revised article is using one of the many free online resources. Simply input the copy of the original PLR article, input the copy of your revised article and you will receive a percentage reading of how original the new article is. Obviously, the closer to 100% you get, the better!

Now you are ready to publish your new content on your website! You will no longer struggle at the keyboard, wondering how to put your information together coherently. Let the PLR articles work for you so you have more time to make sales and make a name for yourself on the World Wide Web.

## How to Use PLR Articles



The most obvious use of PLR material is to grow your website content but there are many other ways to use your food PLR to grow your business:

**1. Sell a Special Report.** One of the great benefits of using PLR material is that you can change the articles any way you want. To make a special report, simply group many PLR articles of the same theme together or mix a few PLR articles with your own personal articles. No matter which way you choose, your time creating the report is shortened considerably by using PLR content.

For example: If you sell gluten-free foods and cookbooks, write a special report for those who are newly diagnosed. Include tips for reading package labels and also what hidden foods could cause them harm. Other reports could include how to help a family adjust to a gluten-free diet, how to help kids adjust to a gluten-free diet and how to maintain good general health while following a gluten-free diet.

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Once you have your report written specifically for YOUR target market, go back and insert some affiliate links or links to your own website products. A word of caution: use links sparingly! The ultimate goal of your report should be to provide QUALITY information and establish yourself as an expert. Too many affiliate links will cheapen the look of your report and will also make the reader feel like they are being spammed.

**2. Create an E-book.** Use several PLR articles along with some of your own writing and produce an e-book that you can sell to your target market. Chop up the PLR articles into any order that suits you and add in some of your own expertise or personal stories. You now have an informative e-book in half the time it would take to write one from scratch.

If you have a recipe website, create holiday-specific e-books with tips for preparing the perfect holiday meal, complete with favorite or most popular recipes from your site. Provide lots of how-to tips in each book along with the recipes, such as how to roast the perfect, juicy turkey, or how to plan a meal for 20+ guests.

Providing an e-book that over-delivers on its content will solidify your reputation as an expert. It will also make the reader feel like they've gotten a good deal and that you gave away much more information than they paid for. These are the repeat customers you want.

**3. Develop a Free Ecourse.** If you have an existing mailing list or are ready to get one started, offer a 7 or 10-day ecourse. Not only will this entice people to give up their email addresses but it will get your business name in front of these potential customers on a regular basis. Offering your target market useful information will bring them back to your website.

If you have a catering website, offer an ecourse that will teach the readers how to plan a dinner party menu or a party for a large group. Provide tips on when to start planning, how to choose a reliable caterer in their area and how to plan a party menu if people have food allergies. Offer a few of your most well-known recipes for those who like to be their own chefs. Even tips for adjusting a recipe from serving four people to serving 20 people would be helpful to the home cook. All these party-planning tips could easily be spread out over the course of seven days.

Entice subscribers by offering a free recipe each week or each month. Simply use PLR recipes and change the ingredients to make it suitable for your niche. For example, try modifying typical high-fat recipes into lower fat versions if you have a health conscious audience.

If your audience has a particular allergy, modify the ingredients of some favorite comfort foods into allergy-free versions.

Creating an ecourse could be one of the easiest ways to drive traffic to your website because emails are much shorter in length than reports or e-books. Simply break up the PLR material into small but important email messages, load into your auto responder and hit the “send” button. Email is usually skimmed so be sure to include only the most important tips along with your website domain link.

While setting up your mailing list, research and understand the CAN-Spam Act to insure you are not breaking any rules and sending unwanted email.

To comply with the CAN-Spam Act, you need to: be truthful about who is sending the emails and have the authentic domain name visible; avoid deceptive subject lines; give your recipients an opt-out method; and include a valid postal address in each email.

These are the basic rules of the CAN-Spam Act. There is much more to understand about how to properly obtain email addresses so be thorough in your own research.

Once you have your list, do not forget about them! Continue sending them emails on a regular basis, either individual broadcasts or another ecourse. Add affiliate recommendations and announce special deals on your site. Be sure to announce any media appearances, either online or offline, thus situating yourself as the expert in your field.

**4. Refresh Your Blog Posts.** Websites and blogs go hand-in-hand these days. A traditional website focuses on your products, content and sales where a blog is much more casual.

Blogs are used to create a personal relationship between you and your visitors. You, the business person, are portrayed as a real person with the same struggles and desires as your visitors and customers through the personal nature of a blog.

So how can you use PLR in your casual blog? Try integrating a PLR article about wine tasting in a post about your family trip to the Napa wine country. You can give the reader some first hand tips of what is a must-see attraction on this trip and your PLR article will have some more technical information about how wines are made. Blend the information together well and the average reader will have no idea that you did not author the entire post.

Blogs that are kept up to date with fresh, quality content will most likely be rewarded in the search engines.

This is an easy task if you use a blogging program that allows you to pre-date your posts. All you need to do is choose your PLR articles, add your affiliate links or personal touches and choose the publishing date and time. In one afternoon you can have completed a week's worth of posts. They will publish automatically based on the dates you choose and now you have more time for marketing your website.

Customers have been known to make purchases from recommendations on blogs, so keeping your blog posts updated is important. Hard-hitting sales posts generally do not work on blogs because this is a more casual setting, more of a "soft sell" environment. For example, if you have self-published a cookbook, feature one of your recipes along with a story of who inspired the creation or use PLR information about how others can write a cookbook.

Even though you have a link straight to the sales page, more than likely your reader will see you as wanting to help others get published first, then will consider the sale second. People generally buy from those whom they like and trust.

#### **5. Offer an Ebook or Special Report as a Bonus with Your Own Products.**

When browsing an ebook sales page, it is very often loaded with extra bonuses that you will receive. For one low price, you will get the ebook you want and anywhere from 2-20 bonus items. Once the customer is convinced that they are getting much more for their money, they are likely to purchase the ebook.

If you already have an ebook or other kinds of information products that you sell online, bundle up some PLR articles into a special report, complete with affiliate links, and offer the report as an extra incentive to buy your bigger product. For example, as an added bonus to your ebook of holiday baking recipes, you could create a special report or two about how to plan a stress-free holiday dinner or how to keep the kids busy while your holiday dinner is in the oven.

Even if you sell a physical product that needs to be shipped to the customer, you can still offer a freebie using PLR. If you create your own homemade jams and jellies, include a short brochure with some homemade bread recipes that would compliment the choice of jams in the package. If you sell specialty coffees, a brochure with how coffee is made or tips for flavoring coffee would be a welcome addition to the package.

This way, your customer is happy because they still get something instantly even though they are waiting for their package to arrive in the mail.

## **Are You Ready to Free Up Your Schedule?**

After reading this report, you've likely come up with all kinds of ideas for using Private Label Rights articles in your own food business!

The possibilities are endless but your time to write is not. Designing your website, creating your products, marketing to the world and bringing in sales all takes time and energy. Factor in time with your family and you quickly realize there just isn't enough time to do it all yourself.

So, are you ready to invest in some good content? Visit [PLRFoodContent.com](http://PLRFoodContent.com)

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