

How To Re-Write A PLR Article In Under 7 Minutes

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Introduction To PLR

I'm going to start off by saying that PLR, or private label rights, have been getting a bad rap of late. I see countless threads in forums asking if PLR is dead and criticizing the PLR that's out there as being pure crap. Well, I think it's about time that somebody took a stand on this issue and pointed out just how WRONG everybody is and how GREAT PLR can be IF done correctly.

This brief report is going to do just that. You will know how to find a PLR article that is even worth rewriting and then once you've found one, or several, you'll know how to rewrite it quickly and easily. The hard part, the research, has already been done for you. Rewriting is simply a matter of putting things into your own words. Unless you've been brought up in the backstreets of Mars, you do have your own words, right?

RIGHT???

Good! Okay, let's first have just a brief description of what PLR is so you know exactly what you're dealing with. PLR is the most powerful and most versatile of ALL rights. Basically, when you get your hands on a PLR article or package of articles, that package becomes yours as if you had written the articles yourself. You can do anything you like with them, short of burning them on your neighbor's front lawn.

But this is where people run into problems. They get these packages and then, instead of rewriting them so that they truly DO become their own, they try submitting them to directories or selling them without doing a blessed thing to them.

This is just plain DUMB.

The purpose of buying a PLR article package is not so you have a ready made pop it in the oven piece of work to throw out there like yesterday's trash. It's so that you don't have to spend the time researching a topic that you know NOTHING or LITTLE about. Do you have ANY idea how long it takes to thoroughly research a topic, any topic?

To write an article from scratch, you MUST, if you don't want to get hit with tons of plagiarism lawsuits, research a minimum of 3 articles and then COMPLETELY write a NEW article on the subject matter, taking NOTHING from the original 3 articles.

To give you some idea of how long this takes, I once did a test with an article I wrote on refinishing wood floors, which I had no knowledge of. Worse than that, I had NO interest whatsoever.

So, I read the 3 articles, which took me about 15 minutes a piece, made some notes on things, and then from my chicken scratch, wracked my brains through trying to get something intelligent down on paper.

The whole process took me over an hour and a half. Now, I have since increased my speed greatly since that first time, but it didn't happen overnight. The point is, even if your writing gets faster, the research is still going to take you close to an hour of your time. So by having an article already written for you, you've saved a ton of time right off the bat.

But you still have the problem of rewriting the article. We're going to get to that soon, but first, you're going to want to know why you should even bother doing this. I mean what's the value of having a PLR article in the first place?

The Value Of PLR

The value of PLR is simple to explain, but not so simple to understand if you don't understand how the search engines work. Like them or not, the search engines can make or break your business.

Let me ask you a question. Have you ever gone to a search engine to look up any topic at all, go to the first site in the listing and wonder why that site was ranked first?

Well, there are a lot of reasons, such as back links, traffic and so on. But one of the main things you will find about almost all these sites is that they are LOADED with content. I remember going to one site the other day on Harry Potter. It was the top Harry Potter site on the Internet. I tried to count the number of articles on that site. I couldn't. It was an almost infinite number.

Do you think that this site would have been ranked so highly if it didn't have all these articles? If you do, put up your own Harry Potter site with just one article and see how quickly you move up the rankings.

Content is king, no matter what you think about it. You don't have to like the fact that in order to move steadily up the search engine ranks you need to constantly add content to your site, but you darn better well accept it because it is a fact of Internet marketing life that is NOT going to go away.

Just take a look at the top sites, blogs, and even Squidoo lenses, which are the latest Google love child and you'll see that these sites are all loaded with content.

Then take a run over to Ezine Articles or any of the other top directories and you'll see tons of articles written on thousands of subject.

Do you know why so many people are into article marketing? *Because it works and it's so simple.*

Easiest Traffic Generation Method Online

1. Write an article and link to your site in the author box
2. Submit the article to Ezine Articles.
3. Watch the traffic come to your site.

Okay, it's not quite that simple as there is keyword research involved and things of that nature. Those things are beyond the scope of this report and can be learned easily elsewhere.

The point is, nothing is easier than the process which I have outlined above. I personally write about 3 articles each day, which takes me all of 90 minutes for the 3 and from those articles I get enough visitors to my various sites to make up a substantial part of my monthly income.

Like I said, it doesn't get any easier than this.

But okay, some people can't write and have no desire to learn how to write. That's where PLR comes in, and done correctly, it can be VERY beneficial.

The Pitfalls Of PLR

The one thing I haven't done yet, and I probably should, is to really explain to you what will happen if you take a PLR article that you've just purchased and put it up on your site or worse, submit it to an article directory as it is without changing it. Maybe if you knew the consequences of doing this, you wouldn't even think of it.

Okay, here goes.

The first thing you have to understand is that if you buy a PLR package, you are NOT the only one who bought one. Depending on how many of these packages have been sold, and the good ones at least have limits, you are competing with a good number of people.

Why does this matter?

Okay, let me give you a clear picture.

Let's for argument sake say that you bought a PLR article on "How To Win At Poker" and you want to put it up on your site in order to get your site indexed by the search engines and get traffic to it.

Unless you were the very first person to buy and use this article, which is doubtful, this is what happens.

You put your article up on your site and then submit your site to be spidered. Google sees it, looks at the article, looks in its database and sees that another site has the same article on it.

Can you guess what happens?

Google puts your site and article in what they call their supplemental index. This means that when somebody does a search on that topic "How To Win At Poker", the only results they're going to see are the unique results. Your site won't pop up because your article is the same one that is on another site. In a word, that article to you is WORTHLESS.

But it gets even worse.

Let's say you submit that article to Ezine Articles and they do their own research and find out that this is a PLR article. They will not only reject the article but they may also ban you from submitting anything to them ever again.

Now do you understand what the pitfalls are of taking a PLR article just as it is and trying to pass it off as your own? It can't be done.

Therefore, you have to do some simple rewriting. And yes, it is simple. I will show you some minor things you can do that will turn your PLR article into your own piece of work. In the next chapter, I'm going to get into the meat of PLR rewriting.

The Meat Of PLR Rewriting

In this chapter, I'm going to give you a simple step by step process that will make rewriting your PLR article so that when it's all done, it is completely your own. And you won't have to spend hours doing it.

The first thing you need to do is change the title. This is an absolute MUST. By changing the title, you have already changed the most important part of the whole article.

Why?

The reason is because the thing that most people will remember about an article is the title. Plus, when you go to the search engines and look up a subject, the first thing you will find in the listing IS the title. So the last thing you want is to have a title that is the same as the original article.

Okay, let's be honest here. Is there a chance that you're going to come up with a title that somebody else also came up with? Of course there is. But you stand more of a chance of having a unique title in the search engine listings if you change the one that was given to you than if you simply left it as it was. If you're looking for a 100% guarantee that your article is going to be 100% unique from everything else that's out there, you're in the wrong business. What you want to do is give yourself *the best chance of succeeding*. That is what this process is all about.

Let's take the title of this report, "How To Rewrite A PLR Article In Under 7 Minutes." Suppose you were given this report as a PLR article and wanted to put it up on your site. How would you rewrite this title?

Well, here's where you have to use a little bit of brain power, though not much. You want to keep the main points of the title.

What are they?

1. How to rewrite a PLR article
2. How to do it in under 7 minutes

That's it. Those are the main points.

Well, keeping those main points, we can come up with several rewrites.

Here are just a few off the top of my head.

- Rewriting a PLR article in 7 minutes or less
- Rewrite YOUR PLR article in less than 7 minutes
- Tips On Rewriting Your PLR piece in under 7 minutes
- Super Tips To Rewrite Any PLR In 7 Minutes Or Less

Get the idea? It's not hard. The English language is filled with words. Grab yourself a thesaurus and look up substitutions for various words. You could easily come up with 20 or 30 titles for the topic of this book. All it takes is just a little thought.

Total time for coming up with a new title is about 15 seconds.

Okay, after you've tackled the title, the next thing to do is tackle the article itself. This is where people run into problems because they try to tackle the WHOLE article at once.

That is their FIRST mistake.

A good PLR article, and I will show you how to look for one, is written in such a way that it is VERY easy to read and rewrite.

Keys To A Killer PLR Article

A solid PLR article will have the following:

1. Title
2. Introduction
3. 3 or 4 paragraphs of content
4. Summary

That's it. That's the formula for good article writing, which is something I teach to all my students. If you stick to this formula, which most good writers do, you'll have a PLR article that is very easy to rewrite.

The key, is taking it one section at a time.

So, in the next chapter, we're going to focus on the introduction, since I have already shown you how to quickly rewrite a title. I will give you a sample introduction, show you how to quickly and easily rewrite it and then you can apply this principal to any article you write.

Rewriting Your Introduction

Let's get right into it.

Let's use, as a sample article, one on the topic of "Internet Advertising." I'm picking this for several reasons. The main one, however, is that Internet advertising is the key to profiting online. Without it, you're dead. So, not only will you learn about rewriting, you'll also learn a little about advertising which should also help you in your efforts to earn a living online. So I am killing two birds with one stone. The title of this article:

"3 Killer Advertising Tips For Your Business"

You should already know how to rewrite this, but in case you need some help, here are a few suggestions.

- *3 Ways To Advertise Your Business Effectively*
- *3 Solid Ways To Promote Your Business*
- *3 Killer Ways To Advertise On The Internet*

Okay, let's get to our introduction.

Here it is:

The keys to having success on the Internet are many. However, the main item that I find most people have problems with is advertising. They simply don't know how. This article is going to focus on 3 top notch forms of advertising, explain what they are, how to use them and what kind of results you can expect in a given period of time. It is my hopes that after reading this, you will be properly armed with enough ammunition to get your business of the ground quickly.

There you have it. The introduction is 88 words. An article should be a minimum of 300 to 400 words to be effective. We should have no problems reaching that here.

Now, how do we rewrite this?

What we need to do first is take a look at the main points of the intro. What are they?

1. Key to success online is advertising
2. 3 top forms of advertising
3. What they are, how to use them, what kind of results to expect and how long to get them.
4. Conclusion to introduction or what author hopes to accomplish.

There you have it. Okay, to rewrite this, you take it one point at a time and slightly modify the wording of each point.

Let's take the first one.

The keys to having success on the Internet are many. However, the main item that I find most people have problems with is advertising. They simply don't know how.

A simple and quick rewrite, taking the above section, might look something like this.

There are many keys to having substantial success online. What most people don't realize is that advertising is probably one of the most important. Worse yet, they don't know how to advertise.

We just took the same section and put it in slightly different words.

Let's take the next section.

This article is going to focus on 3 top notch forms of advertising

This is our next point. Okay, a simple rewrite might look something like this.

The article you're about to read is going to give you 3 of the best forms of advertising on the Internet.

Simple? Of course it is. Like I said, the English language is filled with many words that all mean the same thing. Let's look at the next section.

Explain what they are, how to use them and what kind of results you can expect in a given period of time.

Here's what a simple rewrite would look like.

I'm going to explain what these 3 forms of promotion are, what to do with them, how effective they'll be and finally how long it's going to take for you to get results.

And finally we have the conclusion of the introduction.

It is my hopes that after reading this, you will be properly armed with enough ammunition to get your business off the ground quickly.

This is simple enough to put into other words.

I hope that after reading this, you'll be able to advertise your site in a way where you will see results quickly with as little effort as possible.

Now, let's compare the original introduction to the rewrite.

Original

The keys to having success on the Internet are many. However, the main item that I find most people have problems with is advertising. They simply don't know how. This article is going to focus on 3 top notch forms of advertising, explain what they are, how to use them and what kind of results you can expect in a given period of time. It is my hopes that after reading this, you will be properly armed with enough ammunition to get your business of the ground quickly.

88 Words

Rewrite

There are many keys to having substantial success online. What most people don't realize is that advertising is probably one of the most important. Worse yet, they don't know how to advertise. The article you're about to read is going to give you 3 of the best forms of advertising on the Internet. I'm going to explain what these 3 forms of promotion are, what to do with them, how effective they'll be and finally how long it's going to take for you to get results. I hope that after reading this, you'll be able to advertise your site in a way where you will see results quickly with as little effort as possible.

114 Words

You will notice that the rewrite is actually longer than the original introduction. You will notice that you haven't had to do any research. You simply took the material you were given and put it into your own words. It took me about 2 minutes to do this rewrite. That's all there is to it. Next chapter we tackle the content.

Rewriting Your Content

The procedure for rewriting the main content of the article is no different from rewriting the introduction. Because of this, I am going to give you the 3 paragraphs for the main content, rewrite one of them and let you do the last two. This will be a good exercise for you and will help improve your rewriting skills quickly.

Okay let's get down to the core content.

The first form of advertising that is excellent for getting results is article writing and submission. The concept is simple. You pick a topic that you are interested in, write an article on it and then submit the article to an article directory. This is something you should do daily. The reason is because you will get immediate visitors to your site as article directories get a lot of traffic, especially the top ones like Ezine Articles.

The second form of advertising that is excellent for getting results is Adwords. This is a service provided by Google where you bid on keywords, type up a simple 3 line ad and submit it to them. The reason this is so effective is because these ads target people who are specifically looking for a solution to their problem. These are the most highly targeted of all ads if they're constructed properly. Many marketers do nothing but Adwords advertising. That's how effective it is. You'll also see results immediately.

The third form of advertising that is excellent for getting results is Forum participation. This is simply registering with a forum and participating in the discussions. This is an indirect form of advertising as you are not allowed to advertise directly, but as people get to know you they will begin to trust you and start to visit your sites. This form of advertising does take time to bring results, but it can, over

time, be the most effective of all if you've built trust. There you have it. The total number of words for those three paragraphs is 251.

So we're now up to 365 words, which is already more than long enough to be a good PLR article.

Okay, so let's rewrite the first paragraph and you can then tackle the last two on your own.

Here's our first paragraph.

The first form of advertising that is excellent for getting results is article writing and submission. The concept is simple. You pick a topic that you are interested in, write an article on it and then submit the article to an article directory. This is something you should do daily. The reason is because you will get immediate visitors to your site as article directories get a lot of traffic, especially the top ones like Ezine Articles.

Here is our rewrite. Pay careful attention to what I did.

The first way to advertise on the Internet that's great for getting people to your site is writing articles and submitting them to article directories. This is easy to do. You just find a topic you want to write on, compose the article, and then submit it to whatever directory you choose. You should probably do this everyday. You want to do this daily because you're going to get people to your site right away because article directories get lots of visitors to their sites. Ezine Articles is probably one of the best.

Do you see what I did? I simply replaced some words with other words. It took me exactly 60 seconds. It's not hard.

Once you start doing this more and more, you will find that it becomes so easy you'll wonder why you didn't think of this sooner.

As you progress, your vocabulary will increase. At the beginning, yes, you'll probably need to use a thesaurus, depending on how good your vocabulary is. Over time, it will get easier. Trust me on this.

In the next chapter, we're going to rewrite the summary to this article.

Rewriting Your Summary

Your summary doesn't have to be long at all. A good PLR article will have a summary, or conclusion, that basically just states what's already been stated. At the end of this report, I will show you how to find out if a PLR article is worth even getting and you won't even have to see it to know.

Okay, here is our very brief summary.

Article writing and submission, Adwords advertising and forum participation are three excellent ways to promote your site. If you use these three things regularly, you will find that you'll get traffic to your site on a consistent basis that will grow substantially over time.

There you have it.

Word count: 44

We're pretty much around 400 words, which is perfect for an article submission to a directory or for putting on your site. Time to get to our rewrite.

The three forms of advertising that I have just discussed, article writing, Adwords promotion and forums, are probably your best bets for getting a steady flow of traffic to your site. If you use these in a regular basis, you'll see that you'll get a great number of visitors to your site and do so consistently.

Word count: 56

You're probably going to find that your rewritten article is longer than the PLR article if you've done this correctly. In our next chapter, some tips on how to find good PLR articles. It's easier than you know.

Finding Good PLR Articles

I'm going to be very honest with you. The only reason this isn't easy to do is because there aren't a lot of great PLR articles out there. There is more junk than you can imagine. However, good articles exist. You just have to know what to look for.

Here's an example of a BAD one.

"10 Tips To Advertise Your Web Site"

1. Submit your site to safelists. They have lots of members and you'll get lots of hits.
2. Submit your site to search engines. When they get indexed you'll get lots of visitors.
3. Frequent forums. As people get to know you, they'll go to your site.

Do I have to go on? Okay, any time you see an article that is nothing more than a checklist, it's crap. You are basically just taking an outline and writing your own article. If you don't have enough knowledge on the subject, you won't be able to do it.

Then of course there are PLR articles with poor English and grammar. This, however, can be overcome if the structure is there.

And that, my friend, is the key.

You need to find out what kind of structure the author is using for his articles. This is easy enough to do.

Ask him.

It's that simple. If he's reluctant to show you a sample of his work, for fear that you'll steal it from him (authors can be so paranoid) then simply ask him to send you an outline of his article structure.

It should look something like this.

- Introduction
- Paragraph 1 on first point in intro
- Paragraph 2 on second point in intro
- Paragraph 3 on third point in intro
- Summary

If his structure is similar to what I have outlined above, then you have a pretty decent chance of coming away with a PLR article that will be easy to rewrite.

If the author refuses to give you this info and says something like, "My articles are good", stay away.

I personally have no problems sending somebody a sample of my work. That's what you should look for, or at least a structure submission like the one above.

This is how you weed out the crappy authors from the good ones.

If you're looking for a good web site to get excellent PLR content, my partner, John Rhodes, has a PLR club. It's top notch and if I wasn't a writer myself, I'd use it.

Here's the URL:

<http://simpleplrclub.com/>

In the final chapter I am going to leave you with some parting suggestions.

Some Final Thoughts

I've been doing this a long time. I'm sure it shows. While there is obviously work involved in rewriting PLR articles, this is the best way. The key is having something decent to start off with. If you begin with crap, you end up with crap. Sorry to say, but that is the reality. So please make sure that you get a decent article to begin with.

Finding good articles, as I said, isn't easy. However, I can tell you this much. The people who are selling their services on Elance for \$3 per article are not going to give you the quality that you need. The English will be horrible and the structure will be non-existent. A good PLR article, unless you find a great site, is going to run you about \$10 to \$15 for a 400 word article. That's just the reality of things.

One other thing that I should have mentioned earlier but will mention now is to NEVER use an article spinner.

The article spinner that can write like a human being has yet to be invented. If you use one and attempt to submit that article as an original piece of work, you will have the article directories sending you hate mail the likes you've never seen.

And if you think you can get away with putting them up on your own site, just wait until real live human beings read that crap. You'll be losing customers left and right. Article spinner articles are pure garbage. That is all there is to it. So please, DON'T use them.

Finally, and this is the most important tip of all. As you rewrite more and more of these articles, you will begin to get a real feel for writing your OWN articles. In a sense, you

are writing your own articles. The only missing ingredient is the research part, which is not hard to do.

I have written my own ebook on article writing and marketing. It goes over the whole article writing process from beginning to end and then shows you how to market these articles and even get paid for them.

If you're interested, here's the URL:

<http://www.honestincomeprogram.com/tcawamg.html>

I have made most of my living writing so I know what I am talking about. It's not hard to write a well constructed article if you learn the basic formula for doing so.

The whole PLR business can be very profitable, both in rewriting PLR articles that you've purchased and in writing your own articles for others to use.

This report will get you started.

My "Complete Article Writing And Marketing Guide" will do the rest.

To YOUR Success,

John Rhodes
Steven Wagenheim

Looking for Autopilot Business Secrets?

The Answer: *Internet Marketing Made Simple*

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