



The Evaluating PLR Checklist

One of the most important things you can do is to make sure that any content you purchase is high-quality, well-written and well-researched PLR that's coming from a reputable vendor. If you see any red flags, then run (don't walk) away from the content. At best, the content may be useless to you. At worst, this content may land you in legal hot water if the provider is selling plagiarized content to you.

Here's how to evaluate PLR to be sure you get top-shelf quality content that meets your needs, all from a reputable vendor...

STEP 1

FIND PROSPECTIVE SOURCES

The first thing you need to do is find content to suit your needs. Here's how:

- ① Search Google for what you need. E.G., "gardening PLR content."
- ② Ask your network for recommendations. Post about it on Facebook, blog about it, ask your colleagues directly.
- ③ Go directly to a high-quality source such as www.Earncome.com.

Next...

STEP 2

EVALUATE THE CONTENT

SIDEBAR:

Don't see any samples listed on the site? Then ask for them. And be wary of any provider who is unwilling to provide a sample.

Once you've found content that looks promising, then ask yourself the following questions to help you review and evaluate the content:

IS THE CONTENT ACCURATE?

As needed, check random sampling of facts and figures to be sure the content is accurate.

IS THE CONTENT WELL-WRITTEN?

Does it contain little to no spelling and grammar errors?

IS THE CONTENT ENGAGING?

Is it created with a friendly, conversational tone? In other words, will it engage readers and keep them reading?

IS THE CONTENT FAIRLY FLUFF-FREE?

You don't want to pay a lot of money for content that has a lot of words but doesn't really say much.

DOES THE CONTENT INCLUDE GOOD TITLES?

If so, this saves you time in rewriting and brainstorming new titles.

DOES THE CONTENT COME WITH ANY GRAPHICS?

This is a nice bonus if graphics are included within ebooks, reports, etc.

DOES THE CONTENT COME WITH MARKETING PACKAGES?

This saves you a lot of time and money if the PLR includes sales letters, graphics, web templates, and/or supporting materials such as articles to advertise the content.

DOES THE CONTENT COME WITH ANY EXTRA RESOURCES?

Again, this is a nice bonus as most PLR content doesn't include these types of materials, such as checklists, templates, worksheets and other tools or accessories.

DOES THE CONTENT INCLUDE REALLY SPECIFIC AND MEMORABLE STORIES?

If so, this is a negative thing, as you'll likely need to delete these items and replace them with your own stories. That's because your prospects and customers will quickly realize they're not reading something unique if a highly memorable story appears across various sites in your niche.



DOES THE CONTENT FIT YOUR NEEDS?

For example, if you want to create an entire sales funnel out of a package of content, make sure you have enough content for the lead magnet, tripwire, core offer and backend products.

Once you've reviewed the content and determined that it's educational, accurate, entertaining and fits your needs, then move onto the next step...

STEP

REVIEW THE LICENSE

Now you need to make sure the license terms allow you to use the content the way you intend to use it. Consider these points:

- ⊗ Can you bundle the content?
- ⊗ Can you give it away?
- ⊗ Does the license specify what percent of the content needs to be modified?
- ⊗ Can you add the content to a membership site?
- ⊗ Can you convert the content to a physical product?
- ⊗ Can you use the content in a fire sale/dime sale.
- ⊗ How many licenses is the seller distributing?
- ⊗ What other terms and limitations might affect your business?

TIP:

The more limitations and protections in the PLR license, the more likely it is that the content will hold its value. A restrictive license may not enable you to do everything you want to do with the content, but it also prevents other license holders from giving away the content in a way that completely devalues it. And that's a good thing.



Next...

STEP

RESEARCH THE VENDOR

Once you've determined that the content is suitable for your needs, then you need to be sure you're purchasing from a reputable vendor. Check the following:

IS THE VENDOR'S SITE POLISHED
AND PROFESSIONAL?

If not, that's a red flag. A vendor who provides high quality content yet has a low-quality website may have stolen the content from someone else.

DOES THE VENDOR HAVE A
LONG, ESTABLISHED HISTORY
PROVIDING HIGH-QUALITY
CONTENT IN YOUR NICHE?

You'll want to search Google for the vendor's name, business name and website to find out how long he or she has been in business, if there are any complaints against the business, etc.

CONCLUSION

It takes some time to walk through these steps, but it's something you need to do in order to protect yourself. Otherwise, you could end up paying a lot of money for content that's completely unusable. Or worse, you could use the content and get slapped with a copyright- infringement lawsuit.

The only way to skip all these steps is to go straight to a high quality source such as www.Earncome.com. Not only will you find superb content there, but it's created by the founder of the PLR industry, Jimmy D. Brown. So get yours now before the best content licenses are gone!

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