

Customize PLR Checklist

Editing Tasks to Make PLR Your Own



Start with high-quality PLR suited to your business



Pick a format that suits immediate needs - can repurpose later



Review purchase, pick one item to edit + use right now



Skim/scan content to understand what you have to work with



Make note of key/significant changes - top priority



Brainstorm new, revised title to fit your biz + niche



Brainstorm revised headers, subheads, section titles



Don't make this overly hard, don't rewrite - lightly edit and add



Give a light edit for your voice, style - e.g. more casual, more humor



Speak to your specific audience via tone, keywords, examples



Look for keywords/phrases to change to better fit your niche (e.g. 'he' to 'she', 'business man' to 'momprenneur')



Make note where you can add your own stories, examples, cases



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Note where you can add links to your existing content or offers



Note where you need links to external (3rd party) resources



Look for logical opportunities to add affiliate links



Create + insert branded graphics of your style to illustrate key points



Add your brand colors to footers, headlines, as appropriate for format



Use simple, clear formatting to make easy to read



Add your URL, name, or brand to footers of documents, e-books, PDFs



Add Call-to-Action to your most relevant, related offer



Publish and promote your new content

