

## **10 Ways to Re-Purpose Private Label Content**

Private Label Rights refers to a type of license that you can purchase along with a product that will give you the right to sell a product with no limitations. This often refers to digital products and allows you to buy something like an ebook or an online course and then sell it on to others.

But that's not even the best part. The best part is that you can also edit a PLR product to your heart's content, thereby helping it to better fit your branding and your message, or altering it to add value.

What this *also* means is that you're free to re-use the content in other ways too. For example:

### **Make a Video**

You can create a slideshow using the content from an ebook, or you can read it out and thereby 'perform' said content.

### **Make a Podcast**

Likewise, you can perform the content without any visuals to accompany it and that way make an audio book or a series of podcast episodes.

### **Make a Larger Book/Package**

Want to offer even more value than you already are? Then how about combining content from multiple Ebooks into an ultimate package of some sort. This way, you can give someone a truly comprehensive experience that will be worth more than the asking price of each book individually.

### **Make Multiple Shorter Ebooks**

A clever way to charge more for your ebooks is potentially to separate them into multiple *shorter* books. This way you can create a series, with each one encouraging your visitors to read the rest.

### **Make a Short Report**

A report is normally a short PDF that provides information on a particular topic or subject matter. If you can take a single chapter from your book or a forward, then this can be used as an incentive to collect more downloads.

### **Make a Member's Site**

Or why not take your ebook entirely apart and seal it behind a pay-wall? This way, you can sell access to a repository of information.

### **Make a Real Book**

Using Lulu or Amazon, you can self-publish your ebook and start selling it as a real, hard-copy tome!

### **Make a Kindle Book**

Or how about uploading it to Kindle and selling it through the Kindle store?

### **Make Emails**

Email marketing is an incredibly powerful form of marketing and by breaking your ebook down into chapters, it will lend itself perfectly to becoming an ezine.

### **Make an App**

If you're feeling really ambitious, then you could even turn your ebook into an app!