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19 Ways to Customize PLR without Rewriting It

You hear a lot about the need to rewrite PLR before using it, but if you have to completely rewrite it...what's the point of using it in the first place? There are plenty of things you can do to customize PLR to make it more personal and relevant to your target audience, and keep to the point of PLR saving you time.

Here are 19 of those ideas...

1. Insert your own point of view into the content. This is the easiest and most straightforward thing you can do. Adding your own unique thoughts will allow you to connect with your audience better.
2. Add examples. Everybody loves examples and they make content much easier to absorb. Add them wherever you can.
3. Create worksheets or checklists to complement the content you publish. If you've got a how-to article or report, taking a few minutes to give your readers an extra like a worksheet or a checklist will go a long way.
4. Add photos or other images. You can pay for images at places like <http://istockphoto.com> or you can find free ones at <http://morguefile.com> and <http://www.sxc.hu>. Images help your content stand out, and can create a visual reinforcement of what the content is all about.
5. Make your own drawings. If you've got an artistic flair, consider making your own drawings to illustrate your content. Art is very personal and gives your readers a real glimpse into who you are.
6. Add statistics and facts for further credibility. Look for related facts that you can use in your content. There are a variety of websites that provide statistical information, including many government websites.
7. Include relevant quotations from famous people or from you. Often those quotable quotations are what people remember more than that actual content itself. There are a lot of quotation websites like <http://www.brainyquote.com> and <http://quotegarden.com>.
8. Add your own formatting and punctuation. If you format your content in a certain way, you can apply this formatting to your PLR as well. Whether they are bullet points, ellipses or a block quote style in your WordPress theme; use them to make your content more personal.
9. Use the content as an addition to a product you've created from scratch. If you've already got a product you've created, adding PLR can fill in some gaps and the overall flavor of your content is still completely original.

10. Add links. Include useful links to resources, tools and products that your target audience would be most interested in.
11. Brand your reports with your logo and other unique images. This is simple to do and only takes a few minutes, but gives your report a polished and branded look. You can even create a template that you use for all your PLR reports that you could have as a free download for your newsletter subscribers.
12. When it comes to reports, add an introduction and conclusion specifically from you. This can make all the difference when getting your target audience's attention and showcasing you as an authority in your market.
13. Keyword research and optimize for a new phrase. If your target market is interested in specific information, do some research to find out what phrases they are most likely to search for. Then optimize your content for those phrases.
14. Include charts, graphs and diagrams. Not only do they make your content stand out, but charts, graphs and diagrams can make it easier to understand and digest your content. Just going a little extra mile can make all the difference.
15. Niche it. General content can be adapted to specific niches. For example, an article on weight loss could be altered to target women after pregnancy, diabetics and other groups.
16. Case studies and personal stories. If you have clients who have experience with a specific topic...or if you have that experience...share it in your content. People love to hear stories about other people who have gone through, or are going through the same thing as they are.
17. Add videos. You can create your own videos or you can find relevant videos to embed from YouTube. Videos can provide further ideas, opinions or demonstrate a process shown in the written content.
18. Add product recommendations. If you have personal experience with products related to the content, include that information. It's useful to your readers and shows you have experience with the topic.
19. Current events and news. Make your content more relevant by using current events to further illustrate a point. Not only is it helpful to your readers, but it also conveys you as someone who is aware of what's going on and what matters.

Rewriting content completely just isn't necessary. Making small adjustments can go a long way to making content more useful to your readers, and help you stand apart from the crowd. You can use one of these ideas in each piece of content you publish or incorporate a few ideas for an even more useful and original piece.

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