

# Personalizing PLR Content

Notes from the video presentation: <https://www.youtube.com/watch?v=mG8RiqTtBEY>

## Personalization:

- Using PLR content and inserting personal stories and experiences to make it unique to you and your brand. You can relate the content to...
  - **Method 1)** Your own story
  - **Method 2)** The story of people you know like clients, friends, family, etc...
  - **Method 3)** Contemporary stories you've heard that reinforce the message

## 1:40 - Sample PLR Article

- Example article from a TFM product and how you can relate your stories to the content to make it personalized.

## 3:14 - Extract First Section Of Article Content

- Taking the first section of a PLR article and relating it to your own story. Example of my own personal story and how it relates to the first lesson in the example article.

## 5:30 - Extract A Personal Story Related To The Content

- **KEY TIP** - When you are reading a PLR article (or any form of content doesn't have to be an article) you turn it into a story right away.
- Brainstorm a time where the tip detailed in the article actually worked for you. When you tell that story (in video, audio, text, etc...) you have a piece of content that is totally unique to you, your brand, your company. You can publish it multiple formats.

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## 6:40 - Summary Of Method 1

- Take a simple piece of PLR content and personalize it by telling a story based on the lesson within the content. Telling a story of when this lesson applied in your life, how you implemented it and the benefits you received.

## 7:01 - Example Of Method 2

- Second example from the same PLR article. This time you can tell a story of someone you know or work with who have demonstrated an example of the lesson in action.
- Personal example: A fitness coach I know. Me telling his story is a unique piece of content to ME because I'm the storyteller. You can do this on video, audio, text, whatever you prefer.

## 8:45 - Example Of Method 3

- Third example from the same PLR article yet again. This time you can tell a story of someone else you have heard about or read about. The story reinforces the point/lesson from the PLR article and your version of telling the story becomes a unique piece of content for YOU and your brand

## 9:47 - Personalization Summarized

- Personalization of PLR content can happen quickly and fairly easily. All you need to do is find a few PLR articles.
- Then find something you do frequently that you can speak about and/or tell stories about.
- For example, I study "self confidence" a lot. I can find PLR articles about confidence and extract lessons from those articles. Then I can brainstorm a handful of stories that illustrate the lesson and tell the story in my voice... now I have unique personal content... but it is based on PLR material.