

Using Ready-Made Content

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WordPress Training

Content Marketing With WordPress – Using Ready-Made Content

Tutorial Contents



*This tutorial is part of our series on using **content marketing** to create more exposure online for your business and drive more traffic to your site.*

Subscribe to our **web content creation course** and learn how to never run out of great content for your website, blog, or newsletter.

This section of our tutorial series on content marketing covers different methods you can use to create content for your site using **third-party content**.

In this tutorial, we look at using *ready-made* content.

We also recommend the tutorials below for additional information:

- **Rewriting Content**
- **Using Content Writing Tools**
- **Using Content Rewriting Tools**
- **Using Ready-Made Content** (this tutorial)

In addition to writing original or unique content, or gathering information by scouring the web and rewriting existing content, you can also purchase ready-made content that you then publish as is, or rewrite and publish as your own.

This type of content is called *Private Label Rights* content, or “PLR” content.

PLR article services leverage group buying power by hiring writers to create content and then selling a limited (or unlimited) number of this same content to users.

Some PLR services sell content as a membership (e.g. monthly articles), and some let you select and add items (e.g. an editable report) to a shopping cart.

PLR generally gives you the right to do things like edit, reformat, repurpose, and publish the content with your name as the author.

PLR can be useful for things like:

- Article outlines.
- Content snippets or tips for your blog or newsletter.
- Lead generation reports.
- Bonuses, etc.

Typically, PLR vendors will provide you with a list of what you can and can't do with the content (i.e. your usage rights).

Although you can publish PLR content “as is” on your site, it's best (and strongly recommended) to edit or rewrite PLR articles and make these unique, as everyone else buying the same PLR content will also own the exact same copy of the content.



For a more in-depth tutorial about using PLR content, go here: [Using Private Label Rights \(PLR\) Content](#)

Repurposing Existing Content

Repurposing content means taking existing information and turning it into something new that you can then publish in different formats and/or media types.



There are many creative ways to repurpose existing content.

Here are just some content repurposing strategies you can experiment with:

- Update older blog posts with new information and adding graphics images to text-only content.
- Create **infographics** from existing blog posts and articles and post these on sites like Pinterest.

- Rewrite or create excerpts or summaries from your blog posts and articles and post these on social media sites like Facebook or LinkedIn.
- Turn your written content into audio transcripts with realistic AI voices using **text-to-speech** software.
- Turn your blog articles into PDF reports and slide presentations and publish these on sites like SlideShare.com.
- Turn your slide presentations into **video sales letters** and publish these on video-sharing sites (YouTube.com, Vimeo, etc.)
- Create **podcasts** from existing blog posts and articles and publish these to podcasting sites.
- Compile existing blog posts and articles into **ebooks**, or training content for membership sites, e-courses, etc.
- Use excerpts from existing blog posts and articles to create email drip campaigns for newsletters or lead generation reports.

Find effective content repurposing methods that work for you and incorporate these into your content planning and marketing strategy.

For example, here's an easy and logical process for repurposing existing content into different content formats:

1. Create blog posts and articles for your site.
2. Turn your blog posts and articles into slide presentations.
3. Turn your slide presentations into narrated videos.
4. Use a screen capture software (e.g. **Camtasia**) to extract the audio component from your videos and use these to create audio content for podcasts.
5. Compile all of the above into content for newsletters, e-courses, lead generation reports, etc.

Here's the content repurposing formula for the above:

Blog Posts > Slide Presentations > Videos > Audios > Other Compiled Content

Repurposing the same content into different formats allows you to increase your online business exposure significantly and drive more traffic to your site using multiple marketing channels.

And it doesn't have to stop there. If your old posts include unique images (i.e. product images, original memes, etc.) or interesting infographics, you can repurpose and republish these too.

Sourcing Existing Content

If you don't want to create your own images, there are many places available for purchasing stock images and graphics or even sourcing these for free.

See this tutorial to learn more about sourcing images for your content: **[Where To Find Free And Royalty-Free Images](#)**

Outsourcing Content

Another option for using ready-made content, of course, is to outsource your content writing.

As an outsourced content publisher, you commission a ghostwriter or freelance writer to create and deliver you ready-made content, which you then assume the rights to after payment of services or some other reciprocal agreement.

Even though this outsourced content is created by a third-party, it belongs to you and you can do with it as you please.



As the topic of outsourcing content creation is beyond the scope of our tutorials, we have created an in-depth course on content creation that you can subscribe to for FREE here: **[Content Creation Course](#)**

Hopefully, now you have a better understanding of some of the ways you can source content for your website or blog from third-party sources.

For additional tutorials on ways to create content for your website, go here: **[Content Marketing With WordPress](#)**



Ready-made content can be useful if you don't have the time or budget to create content from scratch.

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