



How To 'Nichefy' PLR Content

[Boost Your PLR Profits With This Checklist]

"Nichefying" your PLR content is a great way to improve sales conversions and boost the perceived value of a product. End result? You can charge a higher price for slightly tweaked content. **Plus+** This makes your content distinct from that of other licensees.

But the question is, how do you nichefy content? That's what this checklist shows you how to do. *Take a look...*

SIDE NOTE:

Nichefying content means that you tweak general content to appeal to a specific niche. *So, for example:*

- A general book about dog training becomes a book about training toy dogs (or even a specific breed).
- A general book about weight loss becomes a book for women over 40, or weight loss for busy moms.
- A book about getting into grad school becomes a book about getting into psychology graduate school.

So first, do your market research to determine which niche you'd like to appeal to. Then walk through these steps:

CHANGE THE TITLE

Be sure that your title is very specific to your niche. For example:

- "Weight Loss Made Easy" becomes "Weight Loss Made Easy for Women Over 40."
- "Dog Training Secrets" becomes "Poodle Training Secrets."

- “How to Host a Dinner Party” becomes “How to Host a French-Themed Dinner Party.”
- “Blogging Secrets” becomes “Blogging Secrets for Self-Published Authors.”
- “How to Restore a Classic Car” becomes “How to Restore a Classic Mustang” (which could become even more specific, such as “How to Restore a 1965 Mustang”).

DELETE IRRELEVANT REFERENCES

Now go through the content and delete anything that doesn't fit with your niche. For example:

- If your product is now aimed solely at women, then delete or modify any examples or other references to men.
- If your dog book is now aimed at a specific breed such as a poodle, then delete or modify references to other types of dogs.

REPLACE GENERAL REFERENCES WITH SPECIFIC REFERENCES

Your next step is to tweak the content so that it refers to your niche-specific references rather than the more general references. For example:

- The general reference of “your dog” would be replaced with “your poodle.”
- The general reference of “you're a busy person” would be replaced with “you're a busy mom/coach/ business executive/grad student/author/etc.”
- The general reference of “your garden” would be replaced with “your organic garden” or “your vegetable garden” or “your flower garden.”
- The general reference of “your smartphone” would be replaced with a specific reference such as “your iPhone.”
- The general reference of “your vacation” would be replaced with a specific reference such as “your Hawaiian vacation” or “your backpacking vacation” or “your eco-friendly vacation.”
- The general reference of “see a doctor” would be replaced with “see a podiatrist.”
- The general reference of “allergies” would be replaced with a specific allergy, such as “pollen allergies.”

ADD IN RELEVANT EXAMPLES AND LANGUAGE

Now go through the content and add in language or examples that are specific to your niche.

For example, if your book is aimed at busy moms, then you might share an example related to children. E.G., “Trying to squeeze in gym time between cooking dinner for the family and putting the kids to bed can be an absolute nightmare...”

Or if your dog training book is now aimed at poodle owners, you might say something like, “Your poodle is both intelligent and aims to please you, which will make him or her a joy to train...”

CHANGE CHAPTER TITLES AND HEADINGS

If you didn't already change the titles and headings while you were going through the content, now is a good time to do so.

For example:

- A chapter titled “Puppy Nutrition” might become something like, “Poodle Puppy Nutrition.”
- A chapter titled “Staying Safe On Vacation” might become something like, “Staying Safe While Vacationing in Hawaii.”

INSERT RELEVANT GRAPHICS

If there are any graphics that are no longer relevant, then be sure to delete them.

For example, if your general diet guide is now nichified for busy moms, then delete the exercise pictures that feature men.

You can also now take the time to add in relevant graphics.

In the example above, you can replace the male pictures with pictures of females exercising.

Another example, you might insert stock graphics of a poodle if your dog training book is now aimed at poodle owners.

TIP:

You can pick up these graphics relatively inexpensively at places such as iStockPhoto.com, DepositPhoto.com, BigStockPhoto.com and similar stock photo sites. Just be sure to read the terms of your stock photo license before purchasing a graphic.

CHECK THE BONUSES

Everything you just did with the main PLR content should be done with the bonus products as well. (Use the mini-blueprint above while working through the bonus materials.)

And finally...

TWEAK THE SALES LETTER

One of the most important things you need to do is tweak the sales letter so that prospects know who will most benefit from using the product.

For example, a headline such as this: “Now You Too Can Lose Weight the Fast and Easy Way... Without Feeling Deprived, Hungry or Irritable!”

Might be changed to this: “Attention Busy Moms: Now You Too Can Lose Weight the Fast and Easy Way... Without Feeling Deprived, Hungry or Irritable!”



While there are plenty of steps you need to take to nichefy a book or other PLR content, it's actually a fast and simple process. And the best part is that it boosts the value of your product AND boosts your conversion rate. That's because people would much rather use a product that speaks directly to them rather than one meant for the general public. **So go ahead and nichefy your content today – I think you'll love the conversion and revenue boost!**

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