The PLR Rebrand-in-a-Day Workbook

Make shared PLR unmistakably yours in a single day.

The buyers who rebrand are the ones who profit from PLR.

Work through the five passes in order. Budget roughly 45-60 minutes per pass with breaks between.

Pass 1: Title & Hook Rewrite (morning)

Your turn - fill in:

My new title: _____

My new subtitle/hook: _____

Why mine is better than the original: _____

[ ] New title contains a specific benefit or number.

[ ] Hook speaks to MY audience's exact situation, not a generic reader.

Pass 2: Voice Alignment

Read two pages aloud. Every sentence that does not sound like you gets rewritten.

Three phrases I changed and why:

1. _____
2. _____
3. _____

[ ] Introduction rewritten in my own words (first impressions matter most).

[ ] Conclusion rewritten with MY call-to-action.

Pass 3: Example Swaps

Generic examples are the clearest fingerprint of PLR. Replace at least three.

Original example -> My replacement:

1. _____ -> _____
2. _____ -> _____
3. _____ -> _____

Pass 4: Graphics Recolor (use the PSD sources)

[ ] Cover recolored to my brand palette.

[ ] My logo/name placed on the cover and title page.

[ ] Banner set recolored to match.

Pass 5: The Uniqueness Audit (evening)

[ ] Google one distinctive sentence from the report - if dozens of identical copies appear, rewrite that section.

[ ] No two consecutive paragraphs are word-identical to the original.

[ ] My stories, data, or opinions appear at least 3 times in the document.

[ ] A reader who saw the original would NOT recognize mine as the same product.

TIP: Perfection is the enemy here: 80% rebranded and published beats 100% rebranded and sitting on your drive. Ship it, then improve the next one.