MATT BACAK'S CHECKLIST

Checklist 10: Turn PLR Articles Into Video

Project Name: _____

Date: _____

		Yes	No
	Turning your PLR articles into videos is one of the easiest ways to repurpose your content and it opens up a whole new traffic generation channel and a whole new segment of people to consume your content.		
1	Choose listicles kind of articles. A listicle is a short-form of writing that uses a list as its thematic structure. (For example "8 Ways To Overcome Stress")	☐	☐
2	Break down the article in a number of slides.	☐	☐
3	Find for each slide a corresponding image or short video footage to illustrate the content of the specific paragraph.	☐	☐
4	Edit the article into short, on-sentence paragraphs. The shorter your paragraphs are the better.	☐	☐
5	Choose the background music.	☐	☐
6	Are you adding a voice over (your own, outsourced, or auto-generated voice over)?	☐	☐
7	Are you letting the video play just with text, images and music?	☐	☐

Notes

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8 Choose an editing software like Camtasia or a free editing software as https://www.openshot.org to put together your choice of images, footage video, text, music and voice over.

9 Alternatively, use a software as Content Samurai that will make the whole process faster and easier, with no need of any editing skills.

10 If you are doing the video for Youtube, create a thumbnail image with a free software as Picmaker (https://www.picmaker.com).

11 Add a branded Intro with your logo or the title of the article. Use software as Viddyoze to create such intro.

12 Add a branded outro with a specific call to action. Use software as Viddyoze to create such outro.

13 Add an overlay on the bottom left or right of your videos with your logo. You can use online free tools as Kapwing Studio (https://www.kapwing.com/studio) for this purpose.

Notes