

WEEKLY NEWSLETTER

Your week in PLR

by **PLRExpert.com**

Issue 1 October 9, 2026 News · Tips · Tools for PLR and digital product sellers



In this issue

- 01** Google's September spam update is done
- 02** KDP permafreet ebooks flipping to paid
- 03** PLR and duplicate content: what Google says

- 04** KDP rules on AI-generated vs AI-assisted
- 05** Payhip vs Gumroad and Kit vs MailerLite
- 06** A 10-point check before you buy PLR

Welcome to the first issue. Each week we pull together the most useful pieces from PLRExpert.com: the news that affects people who buy, rebrand and sell PLR, plus practical tips you can use straight away.

This week Google finished a spam update, Amazon authors noticed free ebooks quietly switching to paid, and KDP's line between AI-generated and AI-assisted content matters more than ever if you rework PLR with AI tools.

News



PLR NEWS · 01

Google's September 2026 Spam Update Is Done: A Checkup for Sites Using PLR Content

October 8, 2026

Google says its September 2026 spam update has finished rolling out. The company's Search Status Dashboard marked the rollout complete as of October 8, about two weeks after it began on September 24.

If you run a blog, niche site or content hub built partly on PLR articles, this is a good moment for a calm checkup. Not because PLR is banned (it isn't), but because unedited, widely shared content is exactly the kind of material Google's spam policies describe.

Google did not say what kinds of spam this particular update focused on, so be careful with any post claiming to know exactly what was targeted. And a scary chart in a rank tracker is not proof your site was hit.

[Read the full checkup →](#)



PLR NEWS · 02

KDP Permafree Ebooks Are Flipping to Paid

October 7, 2026

Over a single late-September weekend, a wave of “permafree” ebooks on Amazon’s US store quietly switched back to a paid price. One author saw 26 of 37 free titles revert, according to an Author Media roundup. Amazon hasn’t confirmed how many books were affected or announced a policy change.

If you use a free short read as the front door to your email list, it’s worth checking your listings and having a backup plan.

[What changed and how to protect your funnel →](#)



PLR NEWS

Copyright Office Opens Inquiry Into Music Streaming Fraud

October 8, 2026

The U.S. Copyright Office published a notice of inquiry on October 7 asking how streaming fraud works and how AI-generated music fits in. If you buy or sell music loops, “royalty-free” packs or AI audio, the ownership and distribution questions it raises overlap with your market. Comments are due November 23, 2026.

[What sellers of audio products should know →](#)

PLR Tips

PLR TIPS · 03

PLR Articles and Duplicate Content: What Google Actually Says

October 7, 2026

Posting a PLR article won’t trigger a “duplicate content penalty.” Google treats duplication mainly as a technical question: when pages are the same, it picks one version to show. The realistic risk is that your copy simply isn’t the one Google chooses, so the post brings you little or no traffic.

Where PLR can cross the line is spinning a pack into dozens of near-identical posts. That is exactly the pattern Google’s “scaled content abuse” policy describes.

[How to make PLR articles worth ranking →](#)

PLR TIPS · 06

Before you buy: 6 quick checks from our 10-point PLR quality check

- ☐ **Read the license first.** Make sure it covers what you plan to do: edit, add your name, sell, give away or blog.
- ☐ **Ask for a sample.** A full sample chapter tells you far more than a product description.
- ☐ **Check the dates.** Outdated screenshots, discontinued tools and old statistics all need replacing.
- ☐ **Watch for risky claims.** Once you publish PLR, income or results claims become yours.
- ☐ **Never reuse bundled testimonials.** Endorsements must reflect the honest experience of the person giving them.
- ☐ **Search a few sentences.** If the exact text appears on many sites, plan for a deeper rewrite.

[See all 10 points →](#)

| Product Creation



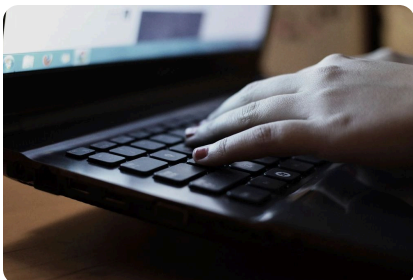
PRODUCT CREATION

How to Create a One-Page Checklist Lead Magnet

A one-page checklist promises a quick win, is easy to skim, and you can create a solid one in an afternoon. Solve one small, specific problem; keep it to roughly 7 to 15 items; start each item with an action verb; and add at least one tip from your own experience if you start from PLR. Then export to PDF and test it on a phone, a computer and on paper.

[The five-step process →](#)

| AI Tools



AI TOOLS · 04

AI-Generated or AI-Assisted? What KDP's Rules Mean for PLR Ebook Sellers

October 8, 2026

KDP asks publishers to disclose AI-generated text, images and translations, meaning content created by an AI tool. If you created the content yourself and only used AI to edit, refine or error-check it, KDP says you don't need to disclose that.

The key word is "created." If AI wrote new chapters for a PLR ebook, those sections are AI-generated, however much you edited them afterward, so the safest course is to disclose. Check KDP's current help page before you publish.

[Common PLR scenarios explained →](#)

ALSO IN AI TOOLS

- **Google's Nano Banana 2.1:** the new image model released October 6 adds mask-based editing and up to 4K output. API prices were listed at about \$0.034 per 1K image as of October 2026.
- **How to use AI to rewrite PLR without losing quality:** a practical workflow, plus what the US Copyright Office says about prompts and authorship.

Tools & Reviews



REVIEWS · 05

Payhip vs Gumroad for PLR Sellers: Fees at a Glance

Prices as listed by each company, October 2026. Card and PayPal processing fees are extra on both.

Platform	Plan / channel	Cost
Payhip	Free Forever	\$0/month + 5% per sale
	Plus	\$29/month + 2% per sale
	Pro	\$99/month, no Payhip fee
Gumroad	Direct sales (your links)	10% + \$0.50 per sale
	Gumroad Discover marketplace	30% per sale

Both take on much of the sales-tax work: Payhip handles EU and UK VAT and acts as a marketplace facilitator in the US, while Gumroad has acted as merchant of record worldwide since January 1, 2025.

Full comparison with pros and cons →

REVIEWS

Kit vs MailerLite Free Plans (October 2026)

Kit free plan

- Up to 10,000 subscribers
- Unlimited landing pages and forms
- No automated sequences on free

MailerLite free plan

- Up to 250 subscribers, 2,500 emails/month
- 3 automations and 3 signup forms
- Paid Comfort plan from \$12/month

Which suits PLR sellers →

QUICK TIP

Thinking of selling PLR on Etsy?

Etsy requires items to be made, designed, handpicked or sourced by the seller, and lists exact duplicates of items available elsewhere as a reason for removal. Uploading a PLR pack as-is is a poor fit; substantially redesigning it is a gray area Etsy decides. [Read the Creativity Standards breakdown →](#)

Coming up on PLRExpert.com

Next month: a simple Black Friday sale plan for digital product sellers, plus fresh PLR news, tips and tool reviews every day. Read everything at plrexpert.com.

"Your week in PLR" is published by PLRExpert.com. Extracts are taken from articles on plrexpert.com; full sources are listed at the end of each article. Prices, fees and platform rules were correct when the articles were written and can change, so check the provider's own pages before you act. This newsletter is general information, not legal, tax or financial advice. Photos: Rawpixel and StockSnap (CC0).