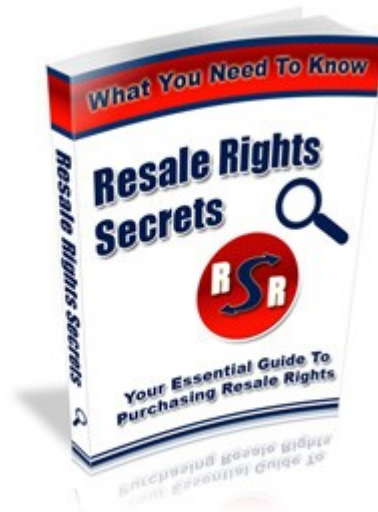


# Resale Rights Secrets



Presented By

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## **Your Step By Step Guide To Making Money Online With Resale Rights**

The e-commerce technology has brought about a revolution in selling intangible goods on the internet, such as resale products, reprint rights, and resale rights which have become an extension of the activity itself. These intangible goods include e-books, software articles or digital art which can be purchased through credit or debit cards. These facilities have encouraged access to products through the internet. Each and every company or an individual puts in their efforts to resell products and rights.

Buying resale rights' goods are a great way to start earning money through the internet, even if you don't have your own products. To make 100% profit of your resell products you should purchase those which you are interested in, and get the full master resell rights included.

Nowadays e-books are business oriented. Some of the popular topics include stock or forex trading and real estate or investments, which help you with quicker money making opportunities. Also topics such as personal transformation and growth, weight loss and fiction are also preferred by most customers, as it is convenient for them to read the information instantly rather than visit a store to buy the book or wait for its delivery.

Making money from reselling rights is quite easy by simply repackaging it; including more products and raising the value of the package, which in turn increases the price. While selling the product, you could also add an offer related to the product, to sell for an additional price.

You need to be more creative if you continue to sell tired old packages. Since you own the right, you are free to get any individual item from those packages and put them in your own creation. While repackaging the product you have to make it unique, fresh and different.

You have to target traffic to your website. You can post articles in forums or write articles linked to your website in the resource box. You can upload your product sales page and link your page to your web site. Usually the products which come with resale rights also have a designed sales page and graphics so you don't have to bother about creating a sales page of your own product.

Once you have finished uploading pages with the product to the website, you are ready to start taking orders online.

But before plunging into buying the resale rights of the product check the license agreement carefully. Resale rights vary from one product to another with different rights, terms and conditions. There may be few products in a resale rights package, which may be for personal use and not for resale at all. Be sure you do not break any of the copy right laws. So do a thorough research about the product so as to earn more profits from this current trend of business, sitting at home.

## Your Essential Guide To Purchasing Resale Rights

In simple terms, resale rights is the permission required from the author or owner of any book, ebook, articles, audio, video or software or any other product, which you can sell in order to make a profit. Resale rights come in different forms, which allow you to either re-sell the products only as a package or you can split the products and sell them individually. Some resale rights will not allow you to modify the product in any way whereas others can allow you to not only modify the products but also replace your name as the author. Given below are some different type of resale rights and other factors, which you ought to consider before purchasing resale rights.

**Normal Resale Rights.** These rights will allow your to sell the products to your clients but they will be accompanied by certain conditions or restrictions, which will need to be adhered to whenever you re-sell that product.

**Master Resale Rights.** This right will enable you not only to resale the product to your clients, but your clients too will have rights to re-sell it again. You can also sell the master resale rights to your clients so that the whole chain can be repeated again and again.

**Private Label Resale Rights.** With this right, you can not only re-sell the product but you can also edit the contents of the product or replace the original author's name with your own and proclaim the product to be your creation.

**Rebranding Resale Rights.** If you have these rights, then you can substitute the author's links with your own and these rights are in addition to your normal resale rights.

There are also other factors, which need to be considered before purchasing resale rights. Some of them are explained below.

**Check Out As To Who Else Is Selling The Same Product.** You can go on the Internet and check out as to who else has been given the rights to sell the same product. You should also check out the type of rights, which the seller is selling along with that product and compare it with the rights that you are being offered by the owner of the product. Check out the selling rates of the product too, and the number of people selling it. Compare it with the price that you are being offered and then make a calculated decision on whether you can make a profit while competing with the others.

**Check Out The Original Date Of The Product.** You should check out the original date when the product was first created. In these fast changing times, a product will quickly lose its originality and use, since other products with improved features could always be entering the market. If the product is quite old, then do not go in for it even if it is very cheap because the matter inside will most certainly be outdated.

**Check Out The Quality Of The Product.** If your product contains the right knowledge that can solve the client's problems or can offer new direction to your clients, then it would be worth paying an extra price for the product. Check out the graphics, fonts and clarity of the matter, which is printed or displayed before making your decision.

So, do some detailed research on different products and check out the above points before zeroing in on any product, which catches your eye. As you gain experience, you will be able to quickly identify the right product and purchase the right resale rights.

### **Where You Can Find Resale Rights Products**

To make money online you have two options that are easy and very affordable one is you have the option of developing your own product and offering to sell it or you can become an affiliate and sell others product for a commission. A third alternative that is even more appealing is to buy partial ownership through resell rights of existing products and sell them.

Resell rights allow you to resell an existing product. You don't have to develop a product yourself or hire someone to develop it for you. The product is ready all you have to do is buy the resell rights and resell the products and make money.

Products such as ebooks were initially sold online. However, today software, audio and video are also sold online and have a higher tech appeal, they are also much in demand compared to ebooks. Reselling software application products is also very lucrative as people are constantly looking for ways to enhance their performance and efficiency.

If this has got you interested and want to start earning profits by reselling products you need to know where you can get resell rights to products. There are a number of websites from where you can source resell rights for different products. Choose a product that you are confident you can sell.

**Turbomembership:** This business offers products with resell rights it also offers members other items that help you in getting started. Turbomembership gives you that extra edge needed to kick start your online business.

**Resell Rights Mastery:** This website specializes in ebooks and software. Subscribers have a wide variety of products to choose from as new products are constantly added. It is the ideal place for those who want to get into the resell business.

**Your own Articles:** This website specializes in articles with private label rights. It offers a wide variety of articles with private label rights that can be used on the owners site or submitted to article directories.

**Private Label Books:** This is a membership based site and it offers all its members ready to sell ebooks that are in the public domain for various niches. These books can be sold exactly as they are and no changes in the content is required in order to resell it on your site.

Some other sites are listed below.

[www.undergroundgiveaway.com](http://www.undergroundgiveaway.com) : this website has a huge collection of products you can profit from.

[www.myfreegiveaway.com](http://www.myfreegiveaway.com) : This website as a very interesting collection of useful products and tools you can resell.

[www.viralmarketinggiveaway.com](http://www.viralmarketinggiveaway.com) : this website offers access to more than 50 Internet marketing tools.

[www.instantviralebooks.com](http://www.instantviralebooks.com): Here you can find free ebooks you can brand with your website link.

[www.mysoftwarepack.com](http://www.mysoftwarepack.com) : This site offers software products with master resell rights.

## **What You Need To Know Before You Decide To Purchase Resale Rights**

People tend to fall for purchase of resale rights of products with not very good resale value. They often end up paying more and earning less. This may be because these products have been around for long going from one reseller to another. They may not be in demand anymore. There are a few things to keep in mind before you decide to purchase resale products.

**Find out when the product was published:** Products and techniques are regularly improved. It often happens that the same product has been circulated over a long time. It is better to find out when the product was first published and for how long it has been around. Generally if it is more than a year old, it is best not to purchase the resale rights.

**Check out the competition:** If the products and techniques are common then you will have a major number of people selling the same product. You need to check out the competition, which can be the deciding factor in the success of your resale of the product. Though you may get many visitors, the buyer will buy only when he is assured of your uniqueness in resale of the item.

**The product price:** The price of a digital product is decided by the quality of the product. A good quality product even if priced very high may sell very well, whereas one of a low quality and a lower price may not sell at all. You will find similar types of product prices anywhere from say \$25 to \$50 or you may find some priced at \$150. A comparison between the quality of the two will show you that the one priced higher may be of a better quality and has thus been selling well for some time now. Though high price is not the criteria, neither is it a barrier to selling good quality products at prices higher than others.

**Is the product suited to the needs of the customers:** As is the case with the over-the-counter products, which sell if they suit the needs of customers, so also does a resale product need to suit the needs of its customers. The product should give complete customer satisfaction and the quality should be of high relevance.

**A product with a marketing package:** Check if the product comes with a marketing package that may be of great assistance to you. Getting the readymade sales pages and graphics will

make it easier for you to design a plan around it and sell the product. The advantage of this is that you can get the resale rights and start off pretty fast with these readily available to you.

At the same time you should also be aware of the various types of resale rights and based upon what seems the most plausible option for you, you may opt accordingly.

### **Thinking Of A Home-Based Business - Think Resale Rights Products**

The best way to make money is to have your own business and a very good product. This gives you very good control over managing the overall business with proper planning of the financial structure. If you are thinking of a home based business, the Internet will find you in a dizzied state trying to identify from the enumerable online home based business opportunities.

Being new, you will find many opportunities beckoning, but with some care and research you will find selling of resale rights products a worthwhile business opportunity. Resale rights products are generally digital products like e-books or software which are written by authors who find themselves at a loss for time to sell their products. Typically there are three types of resale rights products; resale rights, master resale rights, private label rights.

The very basic is the resale rights products wherein you simply purchase the resale rights for a product but do not have the right to make any changes in the contents of the product. Master resale rights not only gives you the right to resale the product, but also the right to sell the rights, though without any changes in the contents. Private label rights allow you to edit the content as you see fit and put name as the author. You will probably pay the most for the private label rights and the lowest for the resale rights. Its often found that the private label rights and the master resale rights are more popular as they give more opportunity to earn profits.

If you choose the master resale rights you first need to find a good product that has been launched not very long back. Then you may upload the website to the account where you would be hosting it. If you have a Paypal.com or Paydotcom.com account you may also add the payment button to the site where you may accept credit card payments. One of the popular ways is to sell it on eBay, Craig's List, classifieds etc.

The only thing you need to do is undertake a detailed research of the product and the author. You have got to be careful of unscrupulous people who try to make money from such products. A thorough research of the products you are interested in by participating in forums and blogs and other resources can help you get the real picture about the product. When you deal with certain authors it is beneficial to undertake a simple search on the particular author to ensure he does not have any black remarks in any previous deals.

Without an office setup, with just a computer to support you, you can earn substantial profit and need not even share them. With the professional sales letters and websites available readily, all you have to do is some editing work on the content to suit you. If you are thinking about a home based business – then resale rights products is a good option.

## **The Biggest Home Based Business Opportunity - Sell Free Resale Rights Products**

One of the most favorite businesses working from home is to sell free resale rights products. You will often find products being sold in large numbers, free of cost during festive or holiday seasons. One of the most popular types is the Private Label rights product.

Private label rights (PLR) products by themselves are those products for which the entire rights to change the content of the product can be bought by you. With a few modifications to suit your tastes and your market plans you can make the product your own. These are treated as giveaways by some people in large volumes. Generally such resale rights are given for a package of articles but you will also find substantial figures with offers from retailers on e-books, software packages, and even website templates. Though these may not be of the highest quality you will find the experience in content development to be very useful.

You do not have to spend anything on such PLR products as these are given as free takeaways during the holiday events. It is better to look for unique products or at least one which is comparatively new. If a product is being sold by many, you do not stand much chance to make profits as you wish. It is better to put together products of various flavors and sell, rather than the same old package. When the market condition is right they will sell like hot cakes, but only if you have a great combination which is unique. Another way to sell them is to give them off as freebies with products you are selling.

When you decide to sell Private label rights products, make a search for the freebies or takeaways available. When you decide which one is to be bought, take an exact line from the e-book or article and make a search, using search engines like Google. This will have a double effect; you will be able to understand how many other businesses are selling the same and how the webmasters are utilizing the content. You may pick up some hints as to which ones are selling and design your own website accordingly which shows your uniqueness and gets you more customers.

From the package available you can make your own product. You may create a new title based on the keywords you are targeting, to host it on your website. You may cut the PLR e-book and sell it as a series of newsletters adding information as well as important links to your other products. You can also create a mini e-book which can be given away with other products, and combine articles to create a Squidoo Hub or filler in your blogs.

You will find such free resale rights products in plenty and you can put them to good use to save time and earn good money. You can use them as base for further product submissions.



## **The Basics Of Setting Up A Resale Rights Business**

Much like an offline business you need to set up an online store to market all the products you have. You have products with resell rights, partial resell rights, private label rights, master resell rights etc. now you need to do a few basic things to get your business rolling.

The first thing that you are going to need is a website with your very own domain name. Think hard and come up with a name that is related to the business you are going to conduct. A short and interesting name would be ideal. If your domain name has the keywords that reflect the niche of your business then it would be an another plus. Select .com or .net as the attachment so as to indicate that your website is business related. After deciding on the name type the name and see if the name is available in case it is then register it with the registration sites.

After this is done you need to find a good hosting service that will host your website and make it available on the Internet. It is advisable that you use the paid hosting service as the free ones may not be reliable and they may be overloaded. Make sure the hosting service has a good bandwidth.

Get a good web designer to design a simple yet attractive web page. The design should catch the readers attention and be easy to navigate. Most digital products are sold via the sales page and the sales letter page which entices the reader to click on the “buy now” button or link. Pay more attention to your website content than the design, as content is going to bring in the traffic and not the design. Make sure your content is rich with keywords related to your business. Once this is done you need to pay attention to making a sales page and a thank you page. Include the advertisements you wish to have on your website.

The website should clearly indicate the mode of payment you prefer. The online business is usually conducted with the help of a payment processing firms. Look for processors that are reliable and charge reasonably. The payment processors should be able to handle all types of payments such as check, credit cards, debit cards, etc.

Not all visitors are going to buy your product on their first visit, so it is recommended that you have a autoresponder system in place, this software will collect all the email addresses and as per your setting send reminders, new product offers, discount offers, one time offer, etc to all who are on your mailing list.

Make arrangements for your product to be securely delivered to your customers. This can be done by signing up with an online digital delivery system.

## **The Art Of Buying Quality Resale Rights**

Resale rights products give you the right to re sell a product which is designed by some one else. These rights could be categorized as Master resell rights and Private label rights. Sometimes these rights are free but usually they have fixed terms and conditions for sale. But while buying re sell products few points should be considered.

The resell product rights you buy should be fresh. Try to avoid promoting an outdated product as the content becomes irrelevant. So if you have any doubt about the age of the product just ask the seller before purchasing it. A newer product will always create curiosity in the minds of customers. But you can always give some innovative ideas to older products by adding a new sales page.

Secondly, you should always check the internet, to find out who else is selling this product apart from you. Since there is so much competition in the market it is quite inevitable there would be many resellers in the market. If you find more sellers of the same product then you should either spend a lot of time researching how to make your product a unique one for the visitors or just simply switch off to some other product.

Thirdly, if you find sales and web pages, on your product available, it will lessen your burden; otherwise you may have to put in more efforts on this, rather than focusing on how to attract visitors to the site. You should also be sure that the product you want to purchase meets your requirement. This is necessary because eventually customers will always want to save money. So to make your product a popular one, you have to see if it satisfies the requirements of potential customers. Thus you should go for a quality product because customer satisfaction is more important.

Fourthly, the price of the product depends on the quality of the product, so don't settle for a lower price. Though price is a matter of consideration but it should not come before quality, as this will obstruct your selling.

Another thing if you want to purchase a resell rights product you can go for Master Resell Rights which is also known as Generic Resale rights. If you sell your products with Master Resell Rights you have the right to advertise in your name which will help you make a good amount of profit.

So before purchasing a product be sure that you buy a quality product which is unique and adds value to your content. In this way you could develop interest among customers and earn good profits. But always have a plan in advance before you emprise into resale rights and marketing. Try to focus your strength in making the product a distinct one to attract potential customers and give your business a chance to grow and achieve success.

## **The Answer To All Your Website Traffic Woes**

Increasing the flow of traffic for your new website is the most important task that needs your immediate attention. If your site is not attracting sufficient traffic then it is going to be very difficult to survive in the online business scene. You need to draw traffic to your website as only then the odds of visitors converting to actual customers increase. Getting targeted traffic directed to your website does not need complex strategies. However, what it needs is imagination and sincere efforts combined with lots of patience. In this article we will discuss a few methods that you can use to attract traffic that wont cost you much, and as your online

business picks up you can then try out a few other methods that do require substantial investment.

The first step you need to do is to submit your website to the search engines. Once listed on the search engines you can look forward to some traffic whenever someone searches for a product or service in which you hold a niche. Search engines such as Google, MSN, and Yahoo are the most popular search engines today.

The next important thing you need to do is increase the number of links that lead to your website. Link building can be done in several ways one popular and easy method is to place your email signature in your email so whenever you send a mail the link appears at the bottom of the mail. You may also carry out a campaign to place your link on popular websites for a limited period on a reciprocal basis. Find out websites that attract huge volumes of traffic and are not in direct competition with you, approach them and offer to have their link on your website in return for having your link on theirs. Since popular websites attract a large volume of traffic visitors visiting that site also visit your website by clicking on your links.

Another great way to increase traffic is by writing unique and informative articles and placing them all over the Internet, place the articles at as many article directories as possible. Make sure the content you put in them is unique, informative, and well written with no spelling and grammar errors. Write a short bio and your website address at the end of each article.

Hire a professional website designer and make your website user friendly and easy to navigate. You may also use the services of an expert SEO to get your website search engine optimized. This is achieved by adding keywords to your website content. Make sure all the content on your website is keyword and keyphrase rich.

You can also use blogs to generate traffic to your website, put your website address in every stationary that you use such as cards, business cards, letter heads, etc.

follow these simple methods and increase traffic to your website once you establish yourself, you may try out other techniques to further boost the targeted traffic.

## **The Advantages Of Selling Resale Rights Products**

If you want to sell your own digital product but are unable to give time, you have the advantage of selling resale rights products. Such products like e-books and software are good options for resale purposes. The business needs just a computer at home and does not require you to have a brick and mortar office, a sales and marketing division, inventory management or anything other kind of infrastructure to run the business. It proves to be advantageous for many reasons.

**Ready Products and Time savers :** You may have many options for home businesses like writing e-books. However, it is a rather time consuming and tedious process, specially if you do not find the time to allocate for this purpose. By reselling such products you are saving on time required to develop or create these products.

**Professional Sales copy:** One major advantage of resale rights products is that, if you have bought the private label rights you get the marketing content like the sales letter which can be edited. The sales letters are created by professionals and are effective. You can make some modifications or prepare your own sales letter based on this guideline. This allows you to present yourself professionally as well as save time on a completely new creation.

**Effective graphics:** Such private label rights products also come with the graphics content which can be used in your campaign plans. You can thus remain on the same lines of the product idea and add a few things to it to make it unique. You save time on developing new graphics using expensive technologies like Photoshop and Fireworks. If your home product requires multiple products in a variety of niche, then there are multiple versions of graphics to utilize for your product.

**No coding required:** These products also come with some basic websites. You can utilize the websites by adding few headers and footers or make a few modifications. You need not create an entire HTML code for the website. You can make the changes and host the site.

**Advantageous for those who want to sell own products:** Some people who want to market and sell their own product, but they may not possess the adequate skills or may not have the time to put in the best efforts. For such people, resale rights products are useful because they bring in substantial profits.

**All profits for yourself :** With the ever growing market you have the opportunity to sell large amounts and earn lots of profits to be retained by you. You would be paying a certain amount initially to the original seller for the product, but you can make your own modifications so that you can set a price which can give you large amounts of profits.

Due to the limited amount of investment, it proves to be a very good home based business.

## **Resell Ebooks For Profit - A Great Way To Make Money**

The latest trend in online businesses is to earn good amount of profits is resale rights products. But why is it that everyone is taking up reselling e-book as a business. This may be attributed to the fact that whatever profits you make from such a sale is retained by you.

Resale rights to books is mainly obtaining the permission to sell it further. Often, you will find that there are no restrictions as to what price the books need to be sold at. E-books are intellectual property that does not need to be delivered at the location of the customer. This in turn saves a lot of time and provides you with many different options in pricing as well. Such a business does not need much investment on your part. The only important factor is selecting the appropriate resale rights package. Many of the resale rights e-books come with the right to re-package them with other products as well. There are some e-books that can be sold at a price lower or even higher than what you buy it for. They may sometimes be allowed to be gifted as give-aways or bonuses with some other products. However, there are some authors who may

only restrict you from selling it as a freebie. This helps you in earning substantial profits from the resale of the e-books.

But this is not just about buying good resale packages. It is equally important to have marketing tactics in place that will help you earn good profits. You need a website where in you may market these e-books. The website content has to be attractive and appealing to the customers to move further to buy such products. You can start off by selling these products at a price lesser than what you have bought it for. By doing so you may be able to break even after a brief period and then find profits coming your way.

You also have another option of selling these e-books with resale rights again. Such a resale type is the master resale rights wherein you buy the right to resell the rights to another person who in turn will get the right to sell the product to someone else. You may also get some customer who may be buying it for personal use. Here too you may sell the e-book to such a customer at a lower rate and to the business customer at a higher price, which can also prove to be profitable. The other types of resale rights like branding rights (allowing you to replace with your links), private label rights (to brand and edit content as per your need) and giveaway e-book resale rights also provide ways to earn profits.

Providing good quality content is the key to making good sales and earning profits. Thus, when you purchase resale right ebooks make the right choice. Reselling e-books can be highly profitable and can prove to be a good way to make money.

## **Resale Right Products - An Expert's Guide To Making Big Profits**

To start a business at home with less investment and huge profits, selling of resell rights products is the best option for you. You may find several opportunities in the internet to start home based business. Although it is a fairly easy process, it does need some effort and guidance to get the effective output.

This is a high profit business which has no hassles but limitless profit and earnings. One of the major advantages of resell rights products is that it doesn't need place to store and are never out of stock.

To earn the profits you don't need to travel places, but sit at one place and sell them as many times as you can, and as provided in the license. So before buying an e-book or software just check whether the legal rights allow you to make use of the product personally. Also get a license which specifies what you can do with the product; this will help you follow rules and regulations in the product license. The resale rights packages in the internet also provide information such as sales page, graphics and all other information you need to sell or resell the product.

When you buy resell rights products you get the key to unlimited profits. You have to invest once and can sell over and over again. You don't have to pay any royalties nor you have to renew your rights for every new product.

Many times e-books guarantee profits which people get taken in by and buy these e-books. Most of these books have a downloading fee, a portion of which comes to you, or you get a percentage on each sale.

Once you are acquainted with the selling field you can modify the product to customize your needs and make it unique. If you don't have any private label rights which allows you to change the content of the product, then you should focus on the branding and packaging of the product.

Do create some graphics on your website and put an eye catching brand to attract customers. Also to maximize your profits you can break down the contents into different parts such as chapters or well written paragraphs or some other sections and sell them at cheaper rates. Offering small textual products at lower prices is not likely to scare off customers but will only help increase profits.

Another way to maximize your profits is to find out those customers who visited your website, subscribed to your email list, but didn't buy any thing. You can send those visitors a personalized letter asking them the reason of not purchasing any product. Based on their comments you can further rectify your product and end up making them your customers.

Though it may take some time to get started, you could rest assured about the returns of your hard work and effort.

### **Profiting From Free Resale Rights Products**

Selling resell rights products is one of the emerging businesses and the best way to make money online. This doesn't require an expensive investment but provides you with maximum profits without any hassles. This business doesn't need storage space rather it is in high demand and you can sell and resell over and over. It is an ideal option for those who want to work from home. You just need an internet connection and an advanced planning with innovative ideas. Resell rights products allows you the legal copy right to make use of products such as e-books or software. So when you buy resell rights products, you buy the legal right to make copies of them and sell them as many times as you can. While buying resell rights products, just check the license, because that will give you the right to use the product within some prescribed rules and regulations.

There are many advantages of selling resell rights products. You can access it from your own website and repackage it with other products to increase the value of the product and can also give a new title or graphics to the product. You can also regard it as your own product and rewrite it and modify it as required. Thus you can put your own name and business to the product.

A resell rights product purchased with Master Resale rights gives you scope for the products to re-branded, repackaged and resold. You can give your own name, and with few changes, sell the product as a new one. You can also divide the product into small components such as

article and small reports and sell them. Another technique to earn profit is to buy products at a lower price and sell them quickly for a higher price. Or you can reduce the price to a reasonable one and attract customers to buy it. The resell rights product could be marketed if the reseller rights holder has the master resale rights and the license.

Try to follow up those visitors who visited your site but didn't purchase anything. Out of those visitors many people have subscribed to your mailing list and bought your resale rights product, but there would be some who had subscribed but not yet purchased. You can send emails to them and they may visit your website once more. Always try to find out new things which may interest your customers. This will make them visit your website more frequently than your competitors.

With so many business opportunities available through internet, sometimes it becomes difficult to make a choice. But if you are looking for a job which will make you earn from home and at the same time give you maximized profits with less investment, then selling resell rights products would be the ideal option.

### **Make Money Online With Resale Rights**

You can make money online with resale rights if you follow a few simple basic steps. To make money online with software and ebook master resale rights read on.

Get your own website designed by a professional website designer. Use the services of paid hosting service providers to host your website. It is recommended that you do not host your website on free web hosting service as it does not incite buyers confidence.

Carefully purchase a product with resale rights usually software and ebooks are the most common products. The best thing about this business is that you don't need to carry any inventory and worry about depleting stocks as these two products are digital and no matter how many times they are downloaded they never exhaust. Another feature that is very unique to this business is that you don't have to worry about the delivery, once the product is purchased the customer can download the product directly to their desk top.

You will have to identify a payment processor to collect credit card payments. Upload a sales page and a thank you page to your website. Most products that are sold with resale rights come with well designed sales and thank you pages so you don't have to worry about designing them yourself. All you need to do is to upload the pages to your website along with your payment link at the bottom of the page and you are ready to take orders.

Get targeted traffic to your website and not just any traffic. If your resale rights product is about jewelery you need to attract women who are looking for jewelery to your website. You may run a PPC or pay per click campaign on some of the popular search engines e.g Google AdWords or you could place a solo ads on any of the ezines mailing lists. Your email advertisement goes to all the subscribers of the ezine, although this is expensive but you can be sure of reaching out to targeted customers. Writing articles about your product and submitting them to article

directories is also a good idea. These are some of the ways you can generate traffic to your product website or sales page.

Collect email addresses and prepare a mailing list. This can be done by preparing a form that visitors fill every time they visit your webpage. It is very important that you get the mailing address of all those who visit the site as once they have visited your site and gone they are gone forever unless you have their email addresses. The best way is to get the visitors subscribe to your mailing lists. The standard practice of many resale rights sellers is to have a squeeze page. In this system the visitor has to fill in the email address and only then can he or she move on to the next page if the visitor is reluctant to provide email address then he or she has to leave the page.

Using services like GetResponse and Aweber makes this whole process easy and manageable.

Diligently follow up with visitors who are on your mailing list but are yet to purchase your product. To help you in this onerous task you may use an autoresponder created by Aweber. The autoresponder will directly send mails at intervals specified by you reminding your subscribers to visit the website.

Find out new products with resale rights that will interest your subscribers and entice them to buy the same from you.

### **Make Money From Home Selling Resale Rights Products**

The business of resale rights products is fast catching up as a good way to earn money, just by working online from the comfort of your home. E-books and software are popular options as resale products if you are planning on a home based business. Such products are not very difficult to create, rather you do not need to put in many hours to compile a high quality product, to sell from home. The only thing required is some amount of patience to research the right product which can offer you a good opportunity to sell the product. Making money from this business is both fun and as well as carries good profits.

One major advantage of home selling is that you need not have an entire office set up; your desktop is the office you need. It is just a matter of attracting good traffic to your products and having a good plan in place to undertake the selling activity online. Business opportunity in e-business is growing and more and more people are trying to take advantage of this. The original authors or those people providing such products for resale do it out of lack of time to sell the products themselves. They simply need to find the right people to sell them and you need to prove to be a good reseller of these resale rights' products. You need to pay the original authors or the sellers only once for the product and later on sell it according to your plans or even may be as give-aways. You may earn substantial profits through the resale facility. Whatever profits you earn is purely meant for you to retain.



Some of the resale products, private label right resale come with the marketing content. Some of the graphics and sales letters are also provided. These contents may be edited or modified by you to reflect your company's beliefs and uniqueness. You can make changes to the packages also if you want to sell at certain prices. Moreover the sales letters are effectively worded and written by professionals. And if you are not experienced with sales' letters, you get the benefit of using their professional letter in the meantime, which would leave you lots of time and money for you to prepare a sales letter yourself. And when you wish to have your own sales letter copy, this sales letter can form a guideline for you. Some of these provide graphics which are difficult for you to create in case you are not experienced or up-to-date with the technology. Moreover when these things are available it will mostly have at least a basic HTML page provided. This page can be used by you by adding some headers and footers to suit your taste as well as some affiliates.

The home selling resale right products business thus proves to be a good money making proposition.

### **Learn To Market Your Resale Rights Products Like A Pro**

Selling resales rights products is a good way to earn money, but the trick is to get customers to come to you or at least your Website to check out the facts and maybe buy your products along with the matching resale rights.

What is important to note here is that the value of the package is not as important as the total sales and profit that can generate if your have marketed your product aggressively. Since the profit margin might not be very high, you will need to sell your resale rights products like a pro in order to not only recover your investment in that product but also make killer profits. The first thing to do is to advertise your product in an innovative and aggressive way. Even if the product rate is not high, turn the lower price into an advertising strategy and go all out. Create a buzz around the product and make your potential clients sit up and take notice. You should also send out blogs about the product, write articles associated to that product and post it on various ezine sites. You can also advertise through Google Adwords, which will display your advertisements specifically to those interested in similar products. Your Website too should promote your product in an informative way. The benefits for clients buying your products with the resale rights should be explained in detail. Check out on as to how your competitors are selling the same product and try to go one up over those advertisements.

Your website should also contain the proper key words so that your name pops on the first page of every related search. On your Website, you can arrange for a short video demo of your product or in case you are selling ebooks, then you could print an interesting paragraph on your Website so that people can look at the sample before deciding. You can also advertise on various free classified sites, which are present online. Along with your products and their resale rights, you can also offer a free gift or another ebook or an earticle or even a monthly or weekly subscription of an earticle to to your clients. This will ensure that your name stays in their inbox on a regular basis even after your sale is complete. You can even hold an online competition in

which you can ask questions related to your product and keep various prizes for the winners. All these methods will result in your name and product achieving a high level of visibility and will help in increasing your sales. Your marketing strategy should be unique, eye catching but not very heavy on your pocket. Make an all-inclusive package of your product along with the resale rights and offer a special discount on that offer. Alternatively, you can also offer your product separately along with different resale rights such as basic, master and private label rights provided you are authorized to do so. This will provide a wider choice to your clients and increase the chances of selling your product under different resale rights.

So, focusing on various aspects of marketing your products irrespective of the value of your products, can result in a high volume of sales and the above steps will teach you to market your resale rights products like a pro in no time.

### **Increase Your Profits With Ebook Resale Rights**

Today's, Internet age, provides ample opportunities to reap huge profits, from the comfort of your homes. There are many ways you can earn well from your home and rake in the cash with, just a few simple clicks and an Internet connection. You can find plenty of sites that have worthwhile information and content loaded with good revenue generating capability. One such way to generate income from the Internet is through the resale of the Ebooks. This fundamentally refers to the authorized reselling of ebooks published on the Internet, whereby you are entitled to keep the payments received thereof.

Through reselling ebooks you, can gain a substantial passive income and can get a full 100% profit. In case, you are the author of the ebook, offering resell rights would enhance your profits. There are two ways you can make an income, one is through an upfront sale, wherein the revenue is generated through the direct selling of your book. However, the residual income generated from the back end sale gives you that extra profit coming in from the affiliates, to divert traffic towards the sales of your book.

Rest assured though, even if you have not authored the books, there are excellent ways to earn and increase profits by just becoming a reseller of ebooks that can be downloaded online. You just have to acquire resale rights and keep the profits that you make from selling these ebooks. The system is based on affiliate marketing strategy whereby the selling of merchandise generated by others is encouraged. With affiliate marketing it is possible for you to gain a 100% profit contrary to earning a part of sale proceeds as a fee!! By this method you can create a customer database and follow up your customers, give them freebies or great offers. You can virtually strike up a great deal to ensure on going profits.

There are many types of resale rights that can help you increase the profits. These are the Resale rights i.e. RR, the Master resale rights, i.e. MRR, the Private label rights i.e. PLR and Public domain content. Out of these Private label rights have the highest potential for generating profits, as with this you can edit, make changes or reprice etc. Simply said, you can repackage the whole deal into a brand new one keeping intact the essentials of the old one.

A home based online business of reselling ebooks is definitely a profitable venture, as it does not require huge start-up capital and has a ready market available for you to take in your profits.

### **How To Work With Master Resell Rights**

What you do with master resell rights is the same that you would do with a plain resell rights product. However, since there are some additional things that you can sell you will be able to do slightly more than when you are selling products with resell rights.

If you come across a great product with resell rights contact the creator of the product and see if you can get exclusive master resell rights as well. Once you have the master resell rights then you can add a well designed sales page that has great graphics. You can also include an instruction video that is professionally made and one that helps your potential resell rights customer. You can give your potential customers more than what others are offering.

The thank you page should be utilized fully. Your customers have purchased the resell rights product because they are in the business of selling resell rights products. In addition to your normal product offer them something extra for which resell rights are for sale. You should try and get as much money out of one sale as you possibly can. For this one time offers have proved very successful.

Your sales page should make it very clear that the product on offer has resell rights for sale as well. You may have two buttons on the sales page one for the product and another for the product including the resell rights. Another way to impress the buyer is to offer them the product with the resell right even if the buyer just wants the product.

Make sure that your resell rights are very valuable. You can do this by having a particular price for the product and a higher price for the product including the resell rights. The price difference should reflect the value of the resell rights. Do not short sell your resell rights as it reflects badly on your product.

Identify and market your product intelligently. For example if you are selling a product that is going to help patients of a particular disease then it makes sense that you market the product online where you are more likely to find potential customers with that disease. However if you want to market the product with resell rights you will have to market the product where you will find people who are more enterprising and interested in doing a business.

Find out the creators of resell products and get on their mailing list. This way you will be notified every time there is a product with resell rights for sale much before it floods the market.

The product creator retains the right to sell the master resell rights to any number of customers. So, don't try to keep the rights with the hope that the market will remain fresh. If you don't sell the rights someone else will and in the process you loose all the money.

It would be foolish to assume that everybody is aware of the resell rights of the product online. Every day new people get online with the hope of starting a new business, so keep a close watch on the rankings your sales page gets on the search engine results page.

### **How To Set Prices For Products With Resell Rights And Reap The Profits**

In the virtual capitalist market, there are no restrictions as to what prices can be set by you for selling your products with resell rights. The pricing, however, has to be just right to entice your clients to buy your products on one hand while you reap in the profits from those sales on the other.

Just as beauty lies in the eyes of the beholder, so too will the perceived value of your products along with the resell rights lie in the eyes of your potential client. Your client will be thinking about his/her profits after observing your offer. There are different types of resell rights, which you can sell along with your products. There are private label rights, which are the costliest rights, followed by master resell rights, and the most basic are the basic resell rights. You can either bundle your product's price along with the resell rights rates or you can even set a separate price for your product and different prices for your different resale rights. That would also benefit your clients since they would now have a choice of buying your product along with the resell rights of their choice.

Pricing is critical when selling a product since pricing it too low might not necessary result in higher sales but in fact might be perceived by your would-be clients as trash or a outdated product. Again, putting too high a price on your product might take it out of reach of many of your intended clientèle and would result in low sales. So, attaching a reasonable price tag to your product could be the best way out. To get a feel of the reasonable rate, you could try asking a few of your friends or even total strangers as to what they think would be a price, which they would be willing to pay for the product along with different resell rights. Try a little test marketing before going in for an all out sale. If it is ebooks that you plan to sell, then pass a few to your select friends and get their review first. This will give you an accurate idea as to the range in which you could price your product. It would be better too, if your clients maintain a decent profit margin when they resell your product instead of just trying to dump it on the market with a ridiculously low profit margin. This will devalue your product and also put a halt to future sales of that product. However, if all goes well and your clients are sensible enough to add a decent profit margin, then your product could literally start flying off those virtual shelves. This could not only result in healthy sales and margins but could also have a positive impact on your future sales since your clients would definitely like to repeat the same experience with you in the future.

Thus if the profit chain continues down to the last level, then everyone could be in a win-win situation and especially you, who could be sitting on top of the product chain and really reap the profits.

## How To Choose A Resale Rights Package

On the information highway there are online businesses that provide many schemes and one can start online business very easily. In some online businesses you may have to create your own products but everyone doesn't have the time or the skills to create their own product. However, if you are interested to make money online the best one to opt for you would be selling resell rights products.

Resell rights allow you to sell products that belong to others and enjoy the benefits through commission without having the fear of paying royalties on your sales. E-books, software, and articles or reports are informational products that are resale rights packages. To sustain in this business you have to obtain the rights from the owner and select the right resale rights package for you suiting your needs.

Factors such as price, age, content, quality, and information product will determine which resell package is suitable for you. The price of a resell product will be determined by the quality as well as the age of the product. If we take an example of a well-designed intellectual property that is just launched in the market, it will have a higher price than written material that is several weeks old. An ideal resale rights package includes sales aids so that you can begin your marketing your product as soon as possible.

Speed is very important to achieve success and growth in this highly competitive Internet market. A good resale rights package will have a sales page and sales copy or some well-written articles, which you can submit to the article directories and also report about the information of the product to attract potential customers. Before buying a resale rights package, ensure that it includes bonus products. To outsell your competitors if you add bonus packages you may get the targeted customers and purchase the product from you. Bonus products tend to result better sales.

Also check whether the resale rights package allows you to offers private label rights which gives you the right to change or modify the content, the title and also you can put your name in the authors place. This may help you to create your own products easily.

When you purchase a resell rights package check the limitations and restrictions. The license will allow you to sell a particular product at a minimum, price. The license of a particular product also determines the availability of bonus with the product.

Purchasing an old resell package will make your chances for a good sale very less. As old products will be widely available in the Internet, so buy rights on new products this will increase your sale and will attract more customers.

Resell rights products are becoming very popular in the Internet and have proved to be an excellent opportunity to make money. But, before you choose any resell package check all the terms and conditions to make your sales go higher.

## **Get The Most From Information Product Resale Rights**

As an online business owner you would always be on the lookout for business options that will fetch you the most profits. One good option that allows you a substantial amount of profit is from selling resale rights products. Information products resale rights is buying the rights or the permit to sell an information product to another buyer. Simply put, it means that you would be buying information products like software and e-books along with the rights to resale those to further customer like the end user or even those with business plans. There are different types of products like basic resale rights, branding rights, master resale rights, private label rights and so on. It is just a matter of yours being careful and intelligent in getting the most from the products. So what are the advantages that you can get from resale rights products?

**Saving Time:** Selling of Resale rights product makes it simpler for you, as you need not put in any extra time and effort writing the e-book or designing a software yourself. There are some of these resale rights that allow you to modify the content to suit your tastes and styles. Moreover if you have the content ready and you just put in some of your own links you stand to extra amount of commission from your affiliates also. It thus overall helps saving of time.

**Saving money:** When you select a product which may be new yet is well established or one with great acceptability, you get the advantage of its goodwill and marketability. You also get the rights to use the website and sales letter of such products. With this you need not have a page designed by a web designer and at the same time use the product image to your benefits. This saves money to a large extent. Moreover, you save time, which is ultimately saving money as well.

**Your profits to yourself:** As you have taken the resale rights you also have the right to keep the profits. You need not pay any commission to anyone for the profit earned by you. You only need to ensure that you have a system in place which can be used to accept payments via credit cards as well Internet technologies that allow you to add shopping carts to allow you to sell products online. You may also use third party payment processors like PayPal.

**Ready made websites:** Products like the private label rights products come with the ready website of the product which you are allowed to use after making certain modifications to it. You may edit the content to suit you style. You may also use the sales letter that comes with it as a base to formulate your own sales letter. It helps to use a professional letter to your advantage in bringing in more potential customers towards buying the product. Overall this proves to be beneficial in earning good profit.

## **E-Book Resale Rights Explained**

There is no single best way to earn large amounts of profits online. It has to be a combination of many different products. But the overall experience is a very thrilling and profitable one. Creating your own e-book will require a lot of effort. You need to find the right topic, undertake lots of research and design the e-book and also make a marketing plan for it. This is one of the

best ways to increase online profits. You should be aware though of the various types of resale rights.

**Branding Rights:** Branding rights of e-books means you have the freedom to modify the e-book with information that is unique to you; the addition of affiliate links. These affiliate links are a good source of income for the author of the e-book. When you buy an e-book which can be branded, e-books with affiliate links are given and you can replace these links with your own affiliate links. Some authors provide rebranding software with the resale rights and some authors allow only some links to be branded.

There are four types of e-book resale rights; Basic e-book resale rights, Master e-book resale rights, Giveaway e-book resale rights and Private Label e-book resale rights.

**Basic e-book resale rights:** Such an e-book is one you may resell and make whatever amount of profit you wish to, but you would not edit or brand it and sell its further right to resale. In such a case the customer would be typically an end user using it for reference purpose.

**Master e-book resale rights:** This type allows you to resell the e-book but in addition also sell the resale rights to a customer. Normally editing and branding is not allowed. You may sell this to an end user at one price and may make bigger amounts by selling it to business users who aim to resell it.

**Private Label e-book resale rights:** This type of resale rights gives you the right to edit the product to suit your taste and market plans. You can make a mini e-book and sell it along with some other good options. You may or may not sell the resale rights.

**Giveaway e-book resale rights:** These are very profitable as they can be used as freebies to make profits from your other products. However, they do not allow editing or branding of such e-books.

There are at times some restrictions on products, as to what you are allowed or not to sell. This is included in the license or rights file attached with the product. The maximum price at which to resell an e-book is specified, as authors do not want to sell at very low prices. Some e-books are not allowed as free giveaway but only as bonuses along with other products.

Taking into consideration all these types of e-books and the restrictions, you can plan a profitable home based Internet business.

## **Boost Your Plug-in Profit Site Sales With Master Resale Rights Products**

One of the best ways to generate sales is to own a plug-in-profit site for which you need to own resale rights or master resale rights. If you already own Plug-in-Profit Site you would be acquainted with affiliate selling, where you need to sign up for other people affiliate programs

and earn commissions by promoting their programs. This would make you earn good money. But if you are not satisfied with this income then you can opt for selling your products through Plug-in Profit site with master resell rights.

Earlier the online business owners started affiliate marketing to earn extra money by using click bank, which is an online market place for digital products. But now the trend has changed, you can move to Master resell rights applied for the same products which will reward you with more profits. To make your Plug-in Profit site sales more effective you have to be bit careful and work in the right way.

Master Resale rights are handy and allow you to resell a product to the customers. One of the major differences between resell rights products and master resell rights product is that with these rights you can resell a product to a customer and also give them the right to resell the product themselves.

Thus you get a varied option with master resale rights compared to the plain resell rights. Either you can sell the customers regular resell rights, which means that they won't be able to sell the resell products or you can sell the resell rights too. But to earn profit you have to follow some steps.

Firstly, you have to collect information about the products that are in demand and can get you good money. Now when you got the information about various products and their popularity among the customers you can purchase the master resale rights to the product. But, before buying the resale rights products, read the terms and conditions of the product, carefully.

When you have the master resale rights you have the opportunity to sell the product at 100% profit and you can also create your own affiliate program that allows you to promote your own product. Now the next step would be to set up a vendor account, which once set, would make you to start with earning profits. This will also help you sell your products and will give the rights for other click bank affiliates to advertise your product and will make you earn commission on affiliate's sales. This may add extra income for your profit for Plug-in Profit –Site.

The best way to promote your own products on the website and get the maximum benefits out of it is to start your Plug-in Profit site today with master resell rights and enjoy the profits that will add to your extra income.

### **Attract More Customers With Resale Rights Products**

Now a days you can make money on the internet by selling other people's products through affiliate programs or by selling your own products online. But if you want to make more money



than this, you can definitely go through the effort of producing or sourcing your own products, which is known as resale rights products.

If you have the resale rights to a product then it means that you have the permission to sell products to other people at a profit of 100%. Some products with resale rights are digitally downloadable such as ebooks or software. These products that come with resale rights have proved to be a blessing to online entrepreneurs. But you should always check the license of the product and what rights you have on the product. You can sell the product as many times as you want but there should be a minimum price specified.

There are varieties of resale products; one of them is Master resale products also known as virtual marketing which means that the products can be sold by their customers. This means when you sell this product to the customer he gets the right to sell it to his customers. Another one is the private label resale rights which gives you the ownership to change the contents and label the product with a name given by you. This means you get the right to re-brand products as your own.

One of the major advantages of buying resale rights to an information product is that it has a ready website, you don't have to hire graphics, e-cover or website designer for all this. In a way this will help you save money in terms of time and cost of research that you would have to bear for your own product. With this you get a professional sales page which helps you to convert your visitors into sellers. Thus you can save your time and can increase the chances of selling a product successfully. To resell your products without being seated in front of the computer can be done easily with the help of latest gadgets available in the markets. You will find most of them are good. Even if you sleep you don't have to bother about the resale of the product.

To send e-mails to customers you need a reliable autoresponder. You will find lots of variety available in market. Make sure you get the best and a reliable one.

There are lots of other advantages of resell rights products. Just make sure you use the right strategies to generate sales and attract customers:

You can show your customers that they can get products at a bargain price. The buying decision of customers will be based on how fast they can receive their product. Try to give them a money back guarantee to surpass the normal one. Instead of normal time guarantee give them extra back. Attract your customers with the information that they will receive surprise bonuses, this will increase the curiosity of the reader. Lastly give credibility to your business by giving some tips in your ad which will resolve their issue; this will also help you to gain the trust of your readers.

So you can you can start your resell rights products and earn the benefits too.

## All You Wanted To Know About Resale Rights Products

Resale rights have revolutionized the way people can sell products online. What has chiefly contributed to its popularity is the fact that you can earn a considerable amount of money running your business sitting at home. The best part is, you don't have to create the product, or engage in enormous paperwork, or create your own web page. Some effort needs to be put in to build your own mailing list and customer base. All you need to do is set up your site, buy the rights, and make money promoting the products. It may all sound alluringly simple but without thorough knowledge of various types of resale rights products, you might just end up in a mess. Various kinds of resale rights products are as follows:

### **Master Resale Rights:**

Master Resale Rights are the most sought-after products. They are a favorite with people on the prowl to promote the newest products. While you get a license to resell products, Master resale rights allows you to pass on the rights to your customers who, in turn, also become entitled to sell the products. In certain cases, resellers have the option of selling the products or offering the rights of reprints. In such cases products are charged three times their original cost.

### **Private Label Rights:**

Private Label Rights reign supreme, encouraging a large number of membership sites and PLR packages. This is popularly in demand as it permits change of text and source code of product. This allows you to put your name as author of an ebook or creator of a software. Don't be content with just the profits on these products. Be bold enough to create your own product with the source files included.

### **Rebranding Rights:**

Rebranding normally implies permission to add your own affiliate links to an ebook or a software title. They are pretty much like the Private Label Rights, the only difference and restriction being the limited rights on what you can do with these products.

### **Royalty Rights:**

These rights allow you freedom to resell a product, but does not permit you the right to 100% profit. You are expected to pay the original author a royalty out of the profits made, just like a usual book publisher does.

### **Source Code Rights:**

Pretty much in the category of Private Label Rights, this allows you to add, edit or change the eBook or Software title to ensure the product is flawless. The terms and conditions would advise you how to resell the product.

**Giveaway rights:** This permits you to give away ebooks and software to anyone but does not permit alteration of content or profit on passing them to others. This is usually given to your customers free of charge as bonuses or incentives along with bigger products to help promote your overall business.

**Basic resale rights:** You can resell ebooks or software under this category any number of times while making profit. But you are not permitted to interfere with its content or fix your own price on the product.

Before selling products, make sure authors have not put any restrictions on areas where their products should not be sold. It is also common to come across cases where authors restrain you from distributing some products on ebay or at auctions, or give them away as incentives or bonuses. You are advised to go through the terms and conditions of the agreement carefully.

Once you're familiar with the above kinds of resale rights products, you can venture into the world of making huge profits online from home.

## Here's THE Secret Membership No One Wants You To Know About



**Forget All About Buying \$7 Products** Because That's Too Expensive - HUH...!

### Join A Club That PURCHASES PLR & MRR Products

For You Every Second Day Thru A "Wish System" So You Decide What We Buy...

This Membership Has Open Records & Purchases Products For \$2000+ Every Month (**YUP, you read that right – 2 Thousand Dollars**) PLUS You Get PROhosting, 100 Autoresponders, Full Access To JVM2 Fantasos Hosted, 18+ More Memberships And So Much More: [See Everything Here](#)