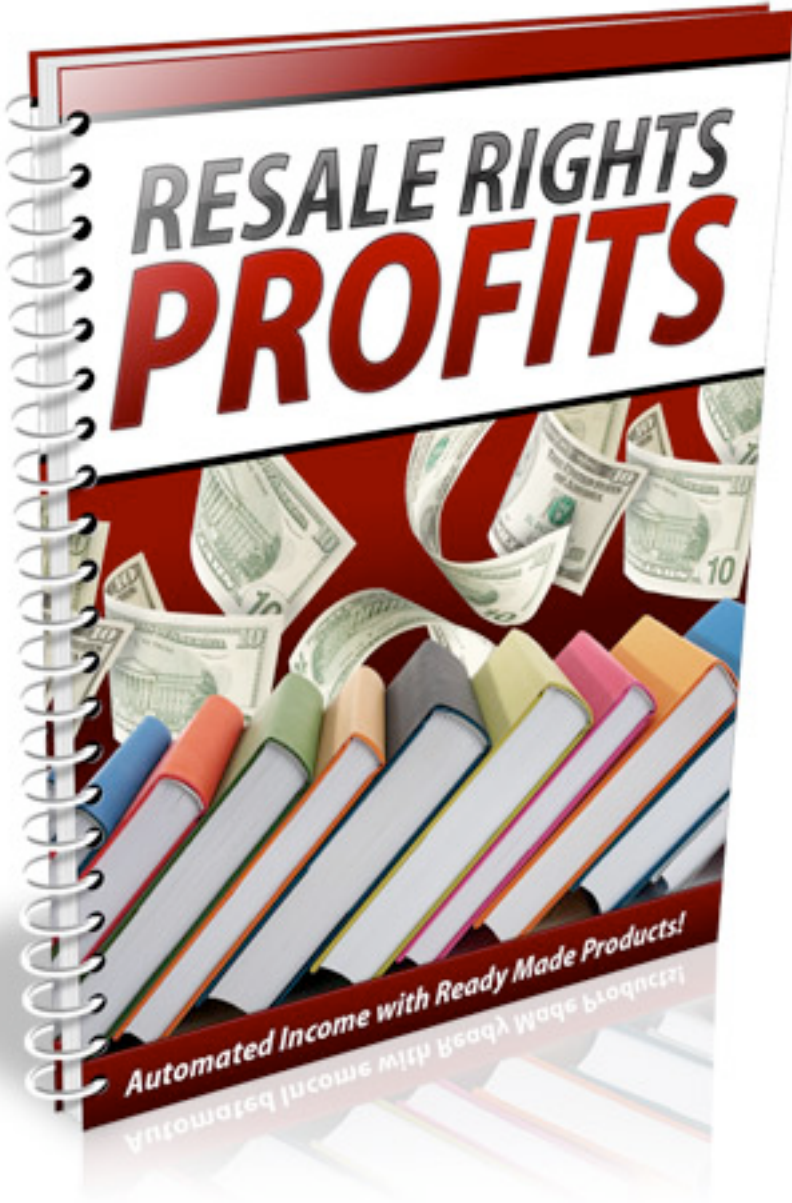


# Resale Rights Profits

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## **Introduction To Resale Rights**

When it comes to making money online, we're always looking for shortcuts.

Not only because we have limited time in which to build our online business, but because we're always competing with other marketers and developers online, and in many cases, the first in – gets the majority of market share.

So, what do we do if we don't have unlimited budgets in which to outsource projects and content to qualified freelancers, and where do we turn if we're forced into taking a grassroutes approach to building our online business from the ground floor up?

### ***Resale Rights Content.***

Let's begin!

## **Monetizing Resale Rights**

There are many different ways that you can quickly monetize resale rights, even if you have little experience in information marketing. One of the easiest ways is to repackage content into new compilations, and then sell it on the open market under your own brand.

The thing you should keep in mind is that even with content that is already in circulation, you can still make money by selling this material if you create new compilations that offer something different than the basic packages being offered.

For example, a few months ago I spent a couple of hours browsing through resale rights and private label content directories, looking for as much information on affiliate marketing as I could find.

From within a few resource centers I managed to come up with 7 ebooks, 4 reports and 2 video series, all offering private label rights to the material.

Rather than selling these components individually as other resellers were, I decided to create an extensive training program, by packaging up as much

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content as possible that would provide buyers with a full, comprehensive course.

I priced the package at \$37, and sold over 100 copies in the first few days. And the greatest part, is that it was **100% profit!**

Apart from the small costs of acquiring the PLR license, there were no other charges involved.

Compilations need to contain a variety of PLR and resale products that form a collective training program, so make sure that when you begin selecting products for your collection, that each one serves as a "module" that covers a specific area, and that together, you're able to deliver a complete training program.

For example, if you are interested in creating a compilation for the weight loss market, you could include a few reports on weight loss tips, and perhaps an ebook on dieting, healthy eating and even PLR work out videos.

Then, create a new product from a series of high quality releases, give it a new name and start making money with it!

But compilations aren't the only way to monetize resale rights and private

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label content. Another effective strategy is to create membership sites around new content releases.

Continuity websites are extremely profitable because rather than acquiring a customer once, you develop a community where subscribers pay for access every single month.

Resale right content makes setting up and managing a membership site extremely easy, because there's no limit to the amount of fresh, quality content you can get your hands on!

I put this strategy to the test in a few different ways, including by creating a PLR membership site that simply featured new PLR and RR products every week.

I simply subscribed to a few different PLR developers and community sites where I was able to gain instant access to new releases, and then I added that material to my own PLR membership site.

It took only a few days to create a full selection of PLR products, and I priced entry at only \$15 per month.

Since people are interested in receiving private label and resale right

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packages, by joining my site they are able to grab dozens of new releases for one low price, rather than paying for content on an individual (per license) basis.

The one thing you want to keep in mind however is that not all PLR and RR content comes with the option of including it within membership sites, so be sure to read over your license carefully to ensure that you are complying with the original developers restrictions or guidelines.

You never want to jeopardize your reputation by distributing content without authorization.

Successful marketers use private label and resale rights content in many other ways as well, including as bonus items for their paid products.

For example, if you were to develop your very own unique information product, you could find high quality PLR and resale right products to use as bonuses, instantly maximizing perceived value while giving your customers even more bang for their buck.

You'll want to make sure that your bonus items serve as auxiliary components to your primary product, so that they either extend or enhance the information found in your original release. You want your

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customers to be able to use the bonus products to expand their knowledge or better understand your topic, and you can do this by simply purchasing PLR or RR licenses to similar products in the marketplace.

For example, I've used PLR as bonus items with nearly every release I've put out on the marketplace. In one example, I had developed a unique niche blogging ebook that taught people how to develop quality niche blogs in some of the hottest markets.

As a bonus item, I included Niche Wordpress templates so that my customers could take my training, and use the bonus package to save time creating their niche blogs.

So, always make sure that your bonus items compliment your primary product, and offer real value to customers.



## **List Building With Resale Rights**

One of the most valuable assets you could ever have is a mailing list, but one of the toughest things to do is come up with fresh, relevant content that your subscribers will be interested in.

Plus, in order to build a list you need to offer an incentive to those who land on your squeeze page. Incentives are used to motivate visitors into taking action and subscribing to your newsletter so that they can become part of your community, and so you not only need a high quality incentive product, but one that is relevant to your newsletter or mailing lists' theme.

This is where resale rights and private label are most valuable.

Not only will you be able to offer powerful incentive products on your squeeze page, but you can use private label content to fill your autoresponder sequence so that you are able to automatically send out new updates to your list without having to lift a finger!

Plus, you can even find private label squeeze page templates, so you don't have to do anything more than register a domain name, set up hosting and

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inject your opt-in form directly into the template and start collecting leads!

One of the most important elements of building an active list is by standing in close communication with your subscriber base. You never want a lot of time to pass before you make contact, otherwise your list will grow "cold".

When this happens, you lose that connection, and you'll need to re-develop your relationship with subscribers.

So by powering up your mailing list sequence with hot, high quality private label content, you never have to worry about gaps in your broadcast cycle.

You can simply add additional PLR and RR content into your sequence at any time, ensuring that your subscriber receives consistent emails from you!

*But, why do you want to build a mailing list?*

It's the easiest way to make money online!

Think about it. Rather than having to set up marketing campaigns to acquire customers, you have direct access to an existing subscriber base, right at your fingertips. If you offer your audience fresh content, relevant

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material and quality releases, you'll be able to convert those subscribers into customers, and once you do, you'll be able to consistently monetize your list by sending out additional offers and even promoting your own original products!

All you need in order to start building your own targeted list is an autoresponder account, domain name and squeeze page.

You can set up a professional autoresponder account with either <http://www.GetResponse.com> or <http://www.Aweber.com> and you can find high quality private label to fuel your list building campaigns in the resource section of this report!

### **Build Profitable Blogs**

Blogging is a very profitable opportunity if you work towards creating targeted blogs that are focused on hungry, niche markets. People who are anxious to solve a problem or find relief are always on the prowl for quality information and resources.

You can use resale rights and private label content to create quality blogs quickly and easily. All you need to do is purchase a few packages of quality private label articles and blog posts and integrate them into your Wordpress administration panel.

Then, continue adding more content to your blog on a regular basis, until you're able to deliver enough content to satisfy the majority of your market.

Once your blog is established, you can then begin monetizing it with a combination of funnels, including AdSense advertisements and affiliate products that match your market segment.

And best of all, you can automate your content updates with private label content by submitting content ahead of time, and setting it to auto-publish

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in the future.

When it comes to private label and resale rights content, you can find it in many different formats, including:

*Reports*

*Articles*

*Newsletters*

*Templates*

*Wordpress Themes*

*Videos*

*Ebooks*

And of course, blog posts! Spend some time exploring the resources in the next section and purchase a 'starter package' of quality RR and PLR products with a specific project in mind.

Never buy anything you won't use or don't need, so make sure that you have a good idea as to what your first project will be, and then purchase enough PLR to set it up.

Then, once you've experienced the true potential of what PLR and Resale Rights can do for your business, rinse and repeat!

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Remember, you can leverage the power of PLR many different ways, so don't get stuck on just one project. Use PLR and Resale Rights to build lists, create new blogs, develop quality bonus offers and compilations and maximize your online income, instantly!

I wish you the very best of success,

Your Name

### **Resale Rights & PLR Resources**

Push Button Reports

<http://www.PushButtonReports.com>

Offers reports, squeeze page templates and more

Private Label Treasury

<http://www.PrivateLabelTreasury.com>

Offers a variety of PLR weekly, plus one exclusive ebook package monthly

The PLR Store

<http://www.theplrstore.com>

Offers discount PLR products, Resale Rights and MRR

Easy PLR

<http://www.EasyPLR.com>

Offers a variety of autoresponder, newsletter and report PLR

Instant Health PLR

<http://www.InstantHealthPLR.com>

Health related private label and resale rights products