

by **Ludovic Louisdhon**



ALL RIGHTS RESERVED. No part of this book may be reproduced, stored in a retrieval system, or transmitted by any other means: electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of the copyright holders.

DISCLAIMER/LEGAL NOTICES: This book is supplied for information purposes only and, as experienced in this subject matter as the contributors are, the material herein does not constitute professional advice. The information presented herein represents the view of the contributors as of the date of publication. Because of the rate with which conditions change, the contributors reserve the right to alter and update their opinion based on the new conditions. This book is designed to provide accurate and authoritative information with regard to the subject matter covered. It is sold with the understanding that the publisher and the contributors are not engaged in rendering legal, accounting, or other professional advice. If legal advice or other professional assistance is required, the services of a competent professional should be sought. The reader is advised to consult with an appropriately qualified professional before making any business decision. The contributor, Ludovic Louisdhon does not accept any responsibility for any liabilities resulting from the business decisions made by purchasers of this book. Any perceived slights of specific people or organizations are unintentional.

EARNINGS DISCLAIMER: Actual results may vary with the use of this product. No express or implied guarantees of income are made when purchasing this book.

Rights To This eBook

[YES] Can be given away

[YES] Can be packaged

[YES] Can be offered as a bonus

[YES] Can be sold or auctioned for \$17 or more...

[YES] Can be added to membership sites with a value of \$27/month

[YES] Can sell Resale Rights

[YES] Can sell Master Resale Rights

[NO] Can be edited and/or put your name on it

[NO] Can be packaged into an ebook or new product

[NO] Can be given away for free

[NO] Can be added to free membership sites

[NO] Can sell Private Label Rights

[NO] May change the content by editing, addition or subtraction

[NO] Can Claim Copyright

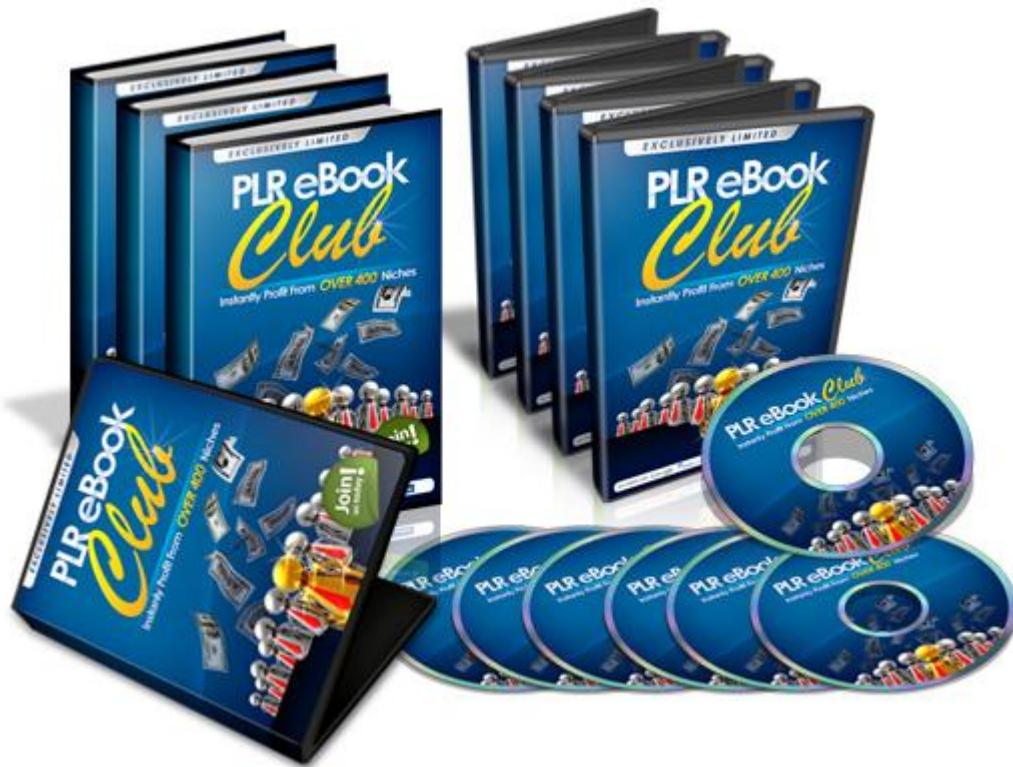




Table of Contents	Page
Chapter 1 - Introduction to Niche Marketing & Resale Rights Products	6
a. What is Niche Marketing?	6
b. Benefits of Finding a Good Niche Market	8
c. Types of Resale Rights to Profit from	10
-Private Label Rights	10
-Master Resale Rights	11
-Normal Resale Rights	13
-Giveaway Resale Rights	15
-Public Domain	16
Form of Resale Rights Products	18
d. Benefits of Resale Rights Products	19
e. How Niche Marketing and Different types of Resale Rights Product	
Can Produce a Larger Profit	22
Chapter 2 – Finding the Best Niche Markets	25
a. Using Keyword tools to find the Best Niche Market	25
b. Other common ways in finding the best niche market	28
c. Why you shouldn't stop and focus on one niche market?	32
Chapter 3 – Using the Power of Different Resale Rights to Profit from Your Niche Market	36
a. Private Label Rights Products	36
1. <i>Ideas and Strategies to Profit from PLR within your Niche</i>	36
- Online Marketing Ideas and Strategies	36
-Offline Marketing Ideas and Strategies	38
b. Public Domain eBooks	39
- Online Marketing Ideas and Strategies	39
-Offline Marketing Ideas and Strategies	41
1. <i>Ideas and Strategies to Profit Public Domain within your Niche</i>	43

- Online Marketing Ideas and Strategies	43
-Offline Marketing Ideas and Strategies	45
c. <u>Master and Basic Resale Rights Products</u>	47
<i>1. Ideas and Strategies to Profit from Master and Normal Resale Rights</i>	
Products within Your Niche	47
- Online Marketing Ideas and Strategies	23
-Offline Marketing Ideas and Strategies	49
d. <u>Giveaway Rights Products</u>	50
<i>1. Ideas and Strategies to Profit from Giveaway Rights Products</i>	
within Your Niche	50
-Online Marketing Ideas and Strategies	50
-Offline Marketing Ideas and Strategies	52
Chapter 4 - PLR and Resale Rights Profiting Success Stories	54
a. How a man recreated very new software from PLR and profited thousands of dollars.	54
b. How people use Public Domain eBooks to publish a book and profit over 100,000 on Amazon	56
c. How men and women profit from Resale Rights on eBay	57
d. How a man built different targeted email list using Giveaway and PLR Material, and profited as a clickbank affiliate using his niche list?	59



Chapter 1:

Introduction to Niche Marketing and Resale Rights Products

a. What is Niche Marketing?

You always hear the word 'niche' in internet marketing. If you ask a person who is interested in online business, he would tell you that the best way to earn money is through niche marketing. And if you are a newbie or an amateur in this kind of business, you probably do not know what it means exactly. To solve this problem and for you to know more about niche marketing, you should read the next few paragraphs. Just as the name implies, niche marketing is a business or marketing strategy that addresses the needs of a specific group of people in a population. The good thing about this marketing strategy is that you do not need to worry about finding a niche for your business because you can create it yourself.

Your first step in creating a niche market is to know the needs and desires that exist in a specific segment of a population that are poorly or not yet addressed by other companies or businesses. Then, you should provide goods and services that will cater to these needs and wants. This is the basic formula for a successful niche marketing strategy.

There are many different kinds of niches that you can choose from. You can select art-related niches such as digital photography, writing and creativity, crafts and crochet, or dramatic niches; business niches like affiliate, blogging, consulting, employment, economic, eBay, management, marketing, and internet marketing niches; hobby or recreation niches such as cooking, gambling, gaming, gardening, collections, or yoga niches; and other random niches such as education, science, self-development, and inspirational niche, to name just a few.

There are two kinds of niche marketing—one that targets a wider population and another that focuses on a smaller part of a population. For instance, you can start a business that sells detergent because there is a continuous and high demand for this product. Who does not do their laundry, anyway? However, the major setback for this is that you have a lot of competitions. And because of this you need to lower your prices to be able to thrive in this kind of mainstream niche market.

For the second type of niche market, only a small part of the population is in need of your product. Because of the low demand, you will have fewer competitions, which in turn will allow you to increase your products' prices. For example, you can sell a tofu burger to vegetarians or health conscious individuals. These people comprise only a small part of the population. For this reason, you will be among the few, if not the only one, who will cater to this need or desire. And as you might very well know, low demand but no competition could mean higher prices.

Many people prefer the latter option. They would want to try their luck in something that no other businesses or companies have ventured into. Sure, the risk is greater but the idea that their company is the only company or one of the few companies that will cater to the desires and needs of this small market sounds like the perfect formula for a successful niche marketing business.



b. Benefits of Finding a Good Niche Market

Now that you have an idea on what niche marketing is all about, you should now find a good niche market. And just like any good marketer or people who are about to start their own business, you will also ask for the benefits that you can gain from finding a good niche market.

As what has been previously mentioned, people prefer a niche market that has a small market and small competition. This kind of niche market can be considered as a good niche market. Your first goal as a fledgling marketer is to find such market. And once you have found a good niche market where you can successfully sell your products, ideas, or services, you will get the benefits that you will not find if you start your business in a different market.

The first benefit of finding a good niche market is having no or less competition. This will give you a great opportunity to establish your name and be the biggest—or only—business in that kind of niche. Some people or companies will eventually decide to put up their own businesses in the niche that you have selected but at least you already have an advantage of being the first or one of

the first companies who has already acquired loyal customers and clients.

Another benefit of finding a good niche is your capacity to increase your price. You have studied in your high school economics class about the movements of prices in a market. If your business targets only a small segment of the population with less or no competition, this gives you the capacity to increase your price. You do not have to worry about competitions that pull down prices, anyway. So there is no need for your company to lower its price because your target market has limited or no option. But of course, you have to make sure that your products or services are of high quality if you do not want your customers to run away from you as soon as a new company with lower prices but with the same or higher quality of products or services start its business in the niche that you previously dominated.

And since you have the capacity to increase your price, you can get a larger profit or income if you were able to find a good niche market. Companies in the mainstream market are trying to lower their prices compared to other companies, which gives them less profit even if they have a larger group of customers. For a smaller but much better niche market, the profit is bigger even with a small number of customers because of the higher profit that you can gain by selling your products at a bigger price.

Finally, by having a bigger profit, you can start creating another good niche market where you can start another business to earn more income.

The benefits that you can reap from finding a good niche market are the same benefits that people who continue to do business in their chosen niche still enjoy.



c. Types of Resale Rights to Profit From

1. Private Label Rights

You have probably come across this phrase from a person who has his own online business or from an article about online marketing that you have seen in the internet. But one thing is for sure, they have probably said that you can benefit a lot from private label rights.

However, you have to know first the exact definition or meaning of private label rights. Though the name sounds good and many people try to encourage you to use private label rights, it would still be better if you know the basic facts and information about such kind of rights.

If you have bought products with private label rights, this gives you the complete right and privilege to use a product in whichever way you want and then claim it as your original product. You can alter or change, add, copy, edit, delete, or do whatever you want with the product and then place your name on it and pass it off as your own because it is your right.

For example, you can change or modify a picture, edit or delete a part of the text or content, add links, and stamp your name on the product. What can be easier than

buying a ready made product, tweaking it just a bit to suit your needs, and then selling it to other people or companies as your original product? However, this does not mean that you will not do anything at all for your business. You still have to do something, a lot of things in fact, but they are much fewer than if you will start from scratch.

If you are the kind of person who does not have any time to start something from the very beginning, you can take advantage of these private label rights products so that you can have more free time to do other more important things related to your business. Of course your product is one of the most important things in your business but there are other things that are just as important. And spending too much time on only one aspect of your business is not a good thing.

Also, you can mix and match texts with graphics or sounds and videos in your website because you can do whatever you want with private label rights products. Your creativity will not be limited because of restrictions that you will usually experience if you purchase products with a different kind of resell rights.

Moreover, products with private label rights are relatively cheaper compared to other resell rights products because there are many buyers. You can even share one private label rights product with other buyers and this makes the price even cheaper. These products also address the needs of many different kinds of niche markets, which make them very popular to different companies or people who are doing businesses in different niches.

Private label rights products come in the form of e-books, software, articles, audio books, videos, scripts, templates, graphics, and many other different kinds of products that you can manipulate however you want.

2. Master Resale Rights

The second type of resale rights are master resale rights or what they also sometimes refer to as master resell rights. This is another popular phrase in the world of internet marketing and you might have heard of this before, together with private label rights. Many people say that you will also earn a lot of profit from buying the master resale rights of a product. Here is the reason why.

Buying master resale rights products gives you the right to sell the product, and then your customers can sell them as well to their own customers. For example, you have bought a master resale rights product and you sold it to 10 customers. Those 10 customers will also have the right to sell the products again to a number of customers. This means the product or information that you want to sell can be spread widely in just a short period of time by giving your customers the right to sell them to other customers.

You are not only selling a product, but also the rights of the product, which means that you are also giving other people great business opportunities or strategies.

As a marketer who has not much time in his hands, buying master resale rights products is a great way to improve your business because this require less time and effort because once you have started to sell even just one master resale rights product, you are already starting to create a network of customers and sellers.

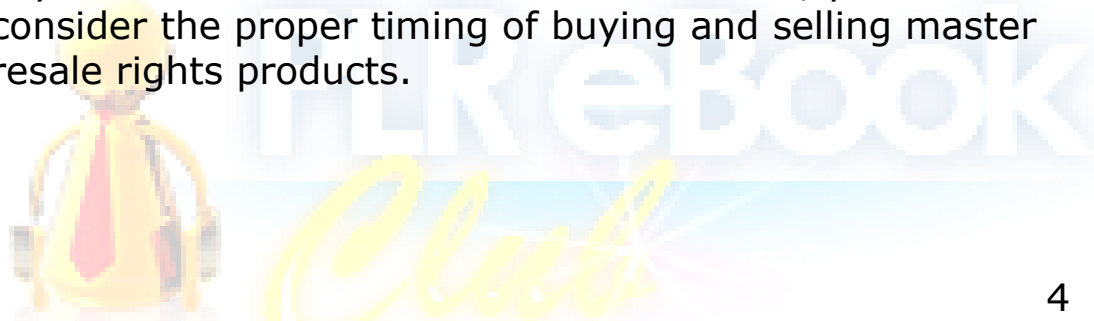
Also, master resale rights give you the right to resell the product not just once but you can resell it forever. This kind of resale right is effective as long as you live. So you can use it to your advantage whenever you want.

Earning a huge profit is also one of the top concerns of all marketers in different niches. After all, you did not start a business and spend time, money, and effort just for the sake of helping other people. If that is the case, it is not called business but a charity. By purchasing the master resale rights of a product, you can sell the same product

for many times in the same price that you have bought it for.

However, to be able to greatly profit or benefit from master resale rights products, you have to know and remember certain things. For example, you have to be one of the first buyers, if not the first, of that particular master resale rights product to be able to experience its benefits. The reason for this is that there is a possibility that the product has already been bought, sold, re-bought, and re-sold over and over again for quite some time now and it is not new anymore in your target niche market. You have to be careful or you will end up with a master resale rights product that will not sell because nobody would want to buy that "old" product anymore.

If you are a newbie in this kind of business, you have to consider the proper timing of buying and selling master resale rights products.



4

3. Normal Resale Rights

After discussing master resale rights, you should now know about the normal resale rights because they are a bit similar and you might confuse one from the other.

First, you have to know the exact definition or meaning of the phrase "normal resale rights" or "normal resell rights" and how they are different from master resale rights. When you buy a normal resale rights, it gives you the right to repeatedly sell the product for as long as you want as long as you still have the rights. However, unlike the master resale rights, the customers who bought the normal resale rights product from you have no right to resell the product.

For example, if you sell the product with normal resale rights to 100 hundred people and you stop from there, this means only you plus these 100 people have a copy of the product. But if you sell the product with master resale rights, your product's popularity will grow exponentially, although not directly from you.

One great benefit of normal resale rights over master resale rights is that you do not create many competitions who sell the same product as yours because your customers cannot resell your product. However, your customers will only be limited to those people who will use your product for personal purposes, not for reselling or income-earning reasons. After all, people will not buy something that they will not be able to sell if they want to earn profit or if they want to start their own online business.

And because of few competitions, you can increase your price to your desired amount and nobody will complain because there are only few sellers of that product. But once the number of sellers who have the normal resale rights for the same product increased, you might need to think about lowering your price.

Compared to master resale rights products, products with normal resale rights do not get "old" fast and easily. This is because only a few people can resell them. Master resale rights products will not sell after only a short time because many people have already bought it from your customers and your customers' customers who sold the product repeatedly. But for normal resale rights, you can monitor the distribution of the product and it will take more time before your product gets old or becomes stale, so to speak.

Also, it requires much effort on your side to make your product known because you do not have other people helping you distribute or sell your products. But in terms of developing a whole new product or concept, buying a normal resale rights product requires much less effort

because you do not need to create your product from scratch, just like master resale rights. Just buy a product with normal resale rights and you have an instant product that you can sell for an unlimited number of times for as long as you want or as long as you have the resale rights.

Normal resale rights products can be the best products to sell depending on your business needs.

4. Giveaway Resale Rights

Most types of resale rights products are being sold, which means you can profit from them after reselling them to your customers. However, there is one kind of resale rights that does not allow you to sell or resell the product. This is called giveaway resale rights. As the name suggests, giveaway resale rights allow you to give your product away freely. For example, you can give away free e-books, articles, videos, audio books, and so on.

Many marketers and businesses might not be too excited spending money to buy something which they cannot get any profits from. They will ask why they should buy products that they can give away for free when they can buy products that they can resell to earn money or income. You might not see the reason or logic behind this but you will know once you get familiar with the benefits of giveaway resale rights.

For one, buying giveaway resale rights products allows you to introduce your business to a great number of people. Choose a product with giveaway resale rights that is related to your kind of business or niche and give them away to potential customers for free. This is a great way to make your product or company known. Once your free giveaways start to become popular in the niche market that you have selected, this will create interest among your potential customers and creating this kind of stir is the first step to having a successful business.

Also, once you buy the giveaway resale rights of a product, there is a bigger chance to attract more customers. This is a great strategy especially for people or companies who are just starting their businesses in their chosen niche. Free products are very attractive among people or potential customers because they do not need to shed out even a few cents. After all, nobody can resist free giveaways. And this is especially effective in these times of global economic hardship.

If you buy a giveaway resale rights product once, you can give it away many times to your target customers. You can also give for an unlimited period of time, as long as you still possess the giveaway resale rights of the product. Usually, products that you can giveaway for free are cheap. And this means investing only a small amount of money and getting many benefits from it.

However, you have to keep in mind that you have to choose the best product that you can give away for free. If you search in the internet, you will realize that there are so many giveaway resale rights products out there that it is very difficult to choose the most effective one for your kind of business. After all, you do not want to give out junk to your target customers, unless you want to irritate or annoy them. You have to do a little research first to be able to find the best giveaway resale rights product for your business.

Choosing the perfect product that you can giveaway for free to your customers is important. Just keep in mind the kind of business and customers that you have.

5. Public Domain

Can you imagine a big well where you can get different kinds of products, information, and services that you can

use whenever and however you want for your business? It is like a dream come true for many businessmen. The good news is that this one great source of many different kinds of materials is very real. It is called a public domain.

As what the name implies, the public domain is controlled and owned by the general public, not just by one person or one group of people. People can use the products that they can get here however they see fit without copyright, trademark, or patent restrictions.

As you may very well know, trademarks, patents, and copyrights protects the inventors, artists, or companies by keeping other people from using the inventions, works of art, or business marks without the permission of the inventor, artist, or company. Once the copyright, trademark, or patent of a product lapsed, expired because of specific reasons like negligence, or incorrect or lack of usage, the product will then enter the public domain. And this is where online marketers or businessmen like you enter the picture.

There are also some materials that have existed long before people thought of intellectual property rights. One very good example is the Bible. However, if you for example decided to translate the Bible, you can get a copyright for it, which means to other people can reproduce your translated version of the Bible.

Other people though, such as some web writers, do not want to get copyrights for their products and instead want to put their articles or works in the public domain right from the start. You might be wondering why some people do not want to have a sole right for something that he has done or created, spending his own time, energy, and even money. The answer is that it is just a matter of preference. Some people would want to keep the benefits of his work all to himself unless he permitted other people to use it—which is reasonable enough—while others just want to share their creations and works to the general public.

Keep in mind, however, that different countries have their own set of rules and regulations concerning materials or items entering the public domain. You have to know how the system works in the area where you live.

Once you get the products or works that you will need for your business, you can change them and create something completely different for the original one. But of course, this is much easier than doing something from scratch. Just thinking of an original idea is difficult enough. Executing and creating a product based on that idea is also hard. You do not need to do difficult research in the library or even the internet once you have selected the material that you want to use for your business.

Using materials from a public domain is free since nobody owns the items anymore. This is very beneficial especially for amateurs who are just starting their own company.

Different Forms of Resale Rights Products

If you are going to use resale rights products for your business, you have to know first the different forms of resale rights products. There are many different kinds of resale rights products that you can choose from. Some of the most popular forms are e-books, reports, software, articles, scripts, videos, audio books, and templates or graphics. Below are the definitions and descriptions of each of these resale rights products.

- **E-books.** Short for electronic books, e-books are the digital or electronic versions of regular printed books. You can read e-books on your computer or smart phones with e-book readers. You can buy e-books from CDs and diskettes but the most popular way to get e-books is by downloading them.
- **Reports.** These are detailed and formal accounts of events, transactions, and procedures that are of public interests.

- **Software.** This is the collective word for programs, applications, documentation, and procedures that perform specific tasks and roles that in a computer system that users can take advantage of. Software has always been associated with hardware because software is oftentimes used with hardware. But they are defined contrastingly. Software is the opposite of hardware. Hardware is the part that you can see and touch while software is inside your computer that cannot be seen or touched.
- **Articles.** These are texts written about a specific topic or niches such as arts, science, education, economics, sports, religion, and so on. Articles can be a part of a larger publication such as a book, newspaper, magazine, or even a website, or articles can be completely separate from these media. This is one of the most widely used resale rights products in different niche markets.
- **Scripts.** You probably know scripts as those papers that actors and actresses read or memorize in a play or movie written by scriptwriters. But in this modern age of the internet, you should know that the word "scripts" has a new meaning. This is a set of instructions saved in a file performed by a program in the computer, not by the computer itself.
- **Videos.** These are recorded or taped images, graphics, or texts in video display. You can watch videos and listen to them at the same time. This is also one of the most used resale rights products available in the market.
- **Audio Books.** If you hear a reading of a book pre-taped or recorded for the customers to listen to, this kind of resale rights products are called audio books. These are the audio versions of a conventional book.
- **Templates/Graphics.** A template is anything that has a predetermined format so that people can use it as the beginning or basis of whatever they want to do that is related to that format. This makes doing something, such as creating documents or applications, easier and less time-consuming. Graphics, on the other hand, are data represented as

pictures. These are also popular resale rights products that people use for their business.

You can choose just one resale rights product or a combination of two or more products for your business.

d. Benefits of Resale Rights Products

After knowing the different kinds of resale rights products that you can use to start or improve your business, you might be thinking of buying one or some of them. But first, you still need to know the benefits of resale rights products in general. If you want to be successful in any kind of business, you always have to ask the benefits of things that you will use, especially those in which you need to invest money. You should not just buy anything just because somebody said it was a great product or just because it was popular. To help you decide, you can see some benefits of resale rights below:

- **Finding resale rights products is very easy.** Just go online and search for the materials that you are looking for such as e-books, videos, reports, scripts, audio books, and so on. These are popular and the latest materials used in businesses that is why you can see them anywhere.
- **Resale rights products have different forms.** You can choose one form or a combination of two or more forms to address your business needs. You will never run out of options and ideas. Some examples of resale rights products, as what have been discussed previously, are e-books, reports, videos, audio books, scripts, templates or graphics, articles, and software. Just choose a material or some materials that you think will greatly benefit your business.
- **If you do not have enough time or knowledge to create a product from scratch, buying resale rights products is a very good idea.** Just imagine

being able to use other people's work, changing it just a bit to suit your business's specific needs, and passing it off as your own—nothing can be easier than that. It also does not require you to have technical skills or knowledge about anything because everything is there. You do not need to do a lot of research and you do not need to write or record anything because these products have been pre-made for buyers like you.

- **It is much cheaper to buy resale rights products than to start to make your own materials from beginning until the end.** Of course, if you will create your own product, you need to have resources and the technical know-how to do such things. But if you just get yourself one or a few of those resale rights products that are usually cheap, you can gain more profit by just spending little time, money, and effort. For example, if you have purchased one normal resale rights product for \$1, you can sell it for so many times, which can earn you much more profit in no time.

As a marketer, the important thing that you should think about is how and where to find resale rights products that can provide you with these benefits. It is true that resale rights products are very beneficial to both amateur and tenured marketers, but if you do not know where to look for high quality, yet affordable products with certain types of resale rights, you will just like be any other mediocre marketer who owns a mediocre business in the field or niche that you have chosen. Of course, the PLR eBook Club takes good care of that.



e. How Niche Marketing and Different Types of Resale Rights Products Can Produce a Larger Profit

We have been discussing about niche marketing and resale rights products for quite some time now but you might be wondering when we will reach the best part—how you can profit from them. The answer to your question has been slightly addressed in the previous discussions but we will focus more on that on this page. So brace yourself and start learning how to earn huge profits.

It is easy to determine how you can benefit from niche marketing. You already know that niche markets are relatively smaller than mainstream markets. And only a few companies would want to risk putting up their business with a very small group of target customers. What you need to do is to create a niche by identifying the needs and wants of these people that have not been

addressed properly, if at all. This can give you a chance to be the biggest player in the niche that you have created and to establish your company's name and gain loyal customers, things that are very difficult to achieve if you decide to start your business in the mainstream market.

Let us look into clothing products and show an example. There is and will always be a great demand for clothes because it is one of humans' basic needs. Everybody wears clothes—children adults, male, female, employees, students, and so on. However, there are also so many companies and businesses that have already ventured into the clothing industry and so many popular brands that many people buy, no matter how expensive or unreasonable their prices are. If you want to start your own business in the same mainstream market, it might be difficult for you. So what you can do is to look for a niche market that has poorly addressed these wants or needs. One good niche market is a group of vegetarians and people who start to live green. Now, people are more aware of the earth's condition so they are trying to be more conscious of what they eat and use in their daily lives. If you will relate this to niche marketing, you can start to produce organic or recycled clothes that will be patronized by this type of niche market. This way, you can earn huge profit by selling something that will surely click in your chosen niche market.

What about resale rights products? How can you earn profit from them? This has also been slightly tackled in the first few pages of this e-book but let us look into it again—more closely this time. You can sell almost all resale rights products for many times for as long as you want. This means that if you buy just one product, you can earn money from it for many times, depending on the number of times that you were able to sell it. Some resale rights products, on the other hand, are given away for free, like giveaway resale rights products. You can still earn huge profit from this because these products will pique your customers' interests and they will start purchasing your real product. Adding affiliate links to some resale rights

products is also a great way to earn more income. Finally, you can change the content or add your company's logo or name to these resale rights products then resell them as if they are your own creations—a very simple, easy, and cheap way to earn larger profits.





Chapter 2:

Finding the Best Niche Markets

a. Using Keyword Tools to Find the Best Niche Market

In this age of computers and internet, people more often go to the internet than to the library to find something that they are looking for such as information and other ideas. And they usually type words or phrases whenever they search for the information that they want. These are called keywords or key phrases. And one way to know the popular keywords that most internet users search for is by using keyword tools. By knowing the top keywords or key phrases that are most commonly searched by users, you will be able to find the best niche markets.

There are many keyword tools available online. You can subscribe to these tools or you can buy and download them in your desktop only once. Using keyword tools can give you an idea about your competitions and their activities.



But before you decide to use keyword tools to search for the best niche market, you have to know first the benefits that you can gain from using such tools.

First, using keyword tools to find the best niche market can save you a lot of time and effort. If you do not use any keyword tools, you need to do this tedious job for many hours, which is a lot longer compared to a few minutes that you need to spend using one. You can use your time doing other things that are just as important as finding the best niche markets.

Like every online business, you would also want to be on the top 10 results of the major search engines like Google and Yahoo. This is a bit difficult to do because many keywords sometimes give thousands of results. But by using keyword tools, your website can appear in the top 10 results of different search engines.

And in relation to these benefits, you will gain more customers because they will most likely click on your website that appears in the top results. Just think of it this way. If you are an internet user and you searched for some information and thousands or even millions of websites appear in the search engine's search results, will you browse through all of them? Or will you skip the first page and go to the last few pages? Of course not. You will only search in the first 3 to 5 pages of the search results and then forget about the rest of the pages even if you have not gotten the information that you are looking for.

For instance, if a user is looking for information about "niche marketing" and your website ended up on page 56, do you think the user will waste time checking each page until he reached page 56 or so? The answer is no. And this is the end of your website or online business.

It will be like shooting an arrow and hitting bull's eye if you can find the best keyword that you can use for your website. You can only do this if you use keyword tools in finding the best niche markets.

After knowing the reasons why you should use keyword tools to find the best niche market, you should now know how you can find the best niche market using keyword tools and how you can profit from it.

Let us look at how this works. There are probably some information that are most searched by internet users. These could be topics on diet tips, relationships or break-ups, credit scores, auto loans, and so on. As someone who wants to promote his website or who wants to increase website traffic, you should know these most sought after keywords. By knowing these most popular keywords, you will be able to get an idea on what the hottest niche markets are.

And how will you know these keywords—by using keyword tools.

In niche marketing, it is very important to know the principles of SEO or search engine optimization. SEO is the reason why some websites appear at the top of the search results of major search engines like Google, Yahoo, and MSN. And almost all people use these search engines whenever they search for information. As what has been explained earlier, nobody pays attention to the middle and last pages of the search results. People only look at the first 3 to 5 pages. Because of this, you have to generate good keywords for your website by using keyword tools.

However, you should not stuff your website with keywords or it will be considered as spam by the search engines. You have to sprinkle the keywords throughout your article to make it look natural.

You should also begin from general keywords or key phrases to ones that are more specific. For example, if your topic is about "dogs," the words "dogs" can be your general keyword and "poodle" or "German Shepherd" can

be your specific keywords. By doing so, you will cover many topics related to your general topic.

Keyword tools also have a feature in which you can search for the synonyms of the keywords or terms. For example, when you type in the word "dog," it will also give you synonymous words like "puppy" or "pet." You can turn this feature off so that the tool will only give you the word that you are looking.

Also, you should be familiar with negative keywords. The internet user might also be thinking these topics about when he searched for the keyword that he has in mind. For instance, your keyword "dog" can give you the negative and off-topic keyword "cat." Negative keywords do not necessarily mean opposite keywords. But they are somehow related to the topic that the internet user has in mind.

There are many keyword tools that you can use—some are free while others are not. But you have to keep in mind that in any market, change is inevitable and constant. What is popular now may not be popular the next day or year. You will only know these things if you use keyword tools that can give you the hottest keywords or key phrases and can help you find the best niche market.

b. Other Common Ways in Finding the Best Niche Market

Aside from using keyword tools to find the best niche market, there are other ways to do this. You can use one of them or a combination of two or more ways for you to find the hottest niches in the market. You can find niches offline or online. Finding the best niche is not difficult as long as you know where to look. Here are some of the common ways in finding the best niche market.

- Go online and visit different online shops or auction sites such as eBay or Amazon. Once you check these websites, you will see the most popular categories or products that these websites have based on the number of searches that their buyers or visitors made. These days, many people use the internet to shop or buy things. When it comes to number of customers, you are not just talking about thousands here, but millions of people all over the world. That is why these websites can be a good place to start looking for the hottest niches.
- Be observant and take note of the current interests and friends of the people around you such as your family, friends, co-workers, or even neighbors. Are they all attending yoga classes now? Do most of them buy vegetarian products? Or maybe they are using the same diet plan. You should realize that maybe there is something here. It could be a new trend or fashion that many people are into right now. You can then base your online business on this hot and new trend.
- Watch TV, listen to the radio, read newspapers and magazines, and use the internet. These are places where companies place their ads to be read, heard, or seen by people. Look at the most common ads that you can observe. Are they about fitness and health, environment, household products, and so on? If so, this means that this niche is the hottest one in the market because many companies are venturing into it. Pay attention to ads and commercials now. do not think of them as something that you have to bear or tolerate before you can watch your favorite TV program or before you can go to the website that you want to visit.
- Search online and go to popular websites for articles. These article websites usually write about many different kinds of topics. But you will see that there are some topics that have more articles than others. This is because these topics are the most searched topics by the websites' readers or visitors. This

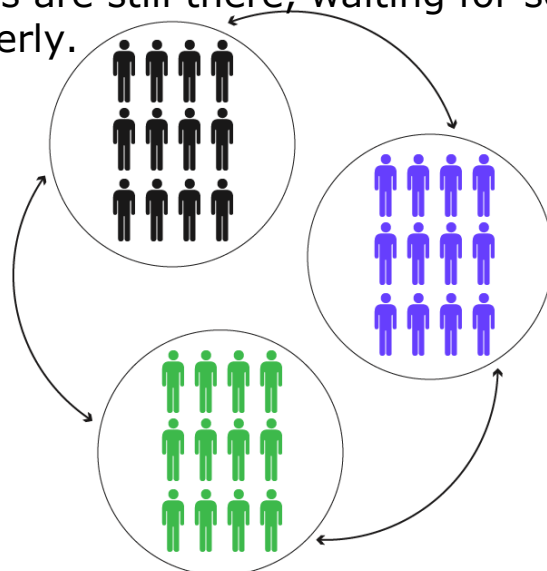
means they want to know more about these topics so they are searching for articles written about them. You can find the hottest niches by visiting these article websites. Some popular articles websites are ezinearticles, Article Alley, and ArticlesBase.

- You can also go to websites that answer internet users' popular questions. For example, Yahoo! Answers and WikiAnswers are some of the most popular question and answer website. You will see here people asking about different topics from word usage, age-old riddles, how to do things, and so on. Take note of the most popular questions. If you can see that one topic is always the subject of most questions, this means that many people are interested to get more information about this topic. You can also check their exact questions to help you identify the needs that have not yet been addressed by other companies in that niche.
- You can also visit different online forums to be able to find unresolved problems or needs in different niches. In forums, people discuss any topics under the sun. They discuss about their relationships, the economy, their personal money and debt, their hobbies and interests, their jobs, and so on. You can get great ideas for hot niches based on the most popular threads in the forums. Take note of the questions that they usually ask and the problems that they have discussed in the forums. You can start a website that will address these problems. Start gathering materials for your website such as articles or videos that will help those people solve their problems.
- Another good place where you can find the hottest niche markets is in bookstores, both offline and online. It is true that people now do their research mostly on the internet. Internet can give you thousands of results after just a few seconds. But some people still prefer to curl up snugly in their bedroom or sofa while reading a book. You have to

know the best selling books to know what the people are most interested in. if they are interested in self help books or "Idiots Guide to" books, you can base your website on these topics because many people want to know these topics. Or if one is very popular now, you can start a website that has articles about that book. You can have reviews, summary, about the author, characters, and background. What you can do is to ask the bookstore's manager or sales staffs to know which books are the most popular among buyers. For online bookstores, just do a little research on the internet and check out the top picks for each online bookstore. You will then have an idea on what to include in your website.

- You can also check out niche channels on TV or niche magazines. For example, you can watch an interior designing channel to check out the needs and wants of the designers and the homeowners. You will also see the hottest trends in interior designing and you can create needs based on those trends. For magazines, you can buy an agriculture magazine, for example, and you can also search for some unresolved issues or problems related to the topic. Alternatively, you can visit just one kind of forum that talks about one topic, for example, knitting. You can start a thread, create a survey, and ask people what they want to know about knitting. This is very helpful. You can even choose a niche that you are also interested in.

Use these easy and common ways to find the best niche and you will be surprised at how many unresolved problems and needs are still there, waiting for someone to address them properly.



c. Why You Shouldn't Stop and Focus on One Niche Market

Choosing the best niche market should be the top priority of people who want to venture in niche marketing. The reason for this is because you can establish your business easily because of lack or absence of competition. Furthermore, you can gain huge profit in no time and also acquire loyal customers. However, after finding one niche market and becoming successful in it, do you think you should stop there? Do you feel satisfied with what you have already accomplished? If your answer to both of these questions is "no," then heed this advice—find another niche market here you can start another business.

You might say that this will be a waste of time since you are already doing so well in the niche market that you have chosen. You might not feel so excited with the prospect of starting from scratch, doing a little research here and there to find the best niche market, and spending time, money, and effort. Sure, it is not so difficult when you started your first business in one niche market. But what you are thinking is: if there is no need to start another business in another niche market, why start another one? Starting another one only means you have to undergo and experience, again, the trials and tribulations of starting a new business.

You have to keep in mind that you are not really starting from scratch. You already have an experience about starting a business in particular niche market. You are already knowledgeable about the know-how and steps that you need to do in putting up a business. You know where to look, how to do things, how much time, money, and effort are required, and so on. It's just that you have to do everything again but this time, in a different context.

Moreover, there are many benefits of starting a business in more than one niche market. And if benefits far

outweigh the hassles, like in the case of finding new niche markets where you can start another business, then you should go for it.

For one, having businesses in different niche markets allow you to expand your company's name and brand. You can still use the same company name, logo, and symbols even if you are selling totally different but not opposing products. For instance, you can use your company's brand name and logo in both your businesses in arts and economic niches. This will establish your company's name in not just one niche but two niches. However, this will not work if you have businesses in two opposing niches. Just imagine if you are selling food to a particular niche market and you have another business selling poison or chemicals in another niche, it might be a little awkward or confusing if you use the same company name and logo. Maybe you can tweak the names and logos a bit or better yet just choose related niches. If you choose related niches, conducting research will also be easy and at least you will have the basic knowledge about these niches.

Also, focusing on more than one niche market also gives you a wider range of customers. And as you may very well know, having many customers means having more business and earning more income. And in any business, generating and improving profits should be at the top of your priority list, along with addressing the needs of your target customers or clients. Let us look at an example. Selling clothes for plus size women means your target customers are, well, plus size women. Your niche market is the group of women who are on the heavy side. However, if you decide to sell clothes for plus size men, then your target customers are plus size men. By just finding another niche that is related to your original niche,

you have acquired more customers with different backgrounds.

As you start putting up small to medium sized businesses in many different kinds of niches such as arts, science, marketing and business, self-help, family, ethnic, environment, and so on, you become more and more experienced and knowledgeable in what you are doing. You gain more experience by trial and error. As time goes by, your errors and mistakes start to lessen because you are becoming an expert in niche marketing. And once you have more knowledge about niche marketing and how to find best niche markets and how to start a niche business, what you are doing will become easier and natural. Niche marketing will be a breeze.

And if you think you have to find or create another product for your new niche markets, you are wrong. If you have a product that can be used or appreciated by the general public, then you can sell this product to different niche markets. For example, if you have an e-book about relationships, you can sell this to different niche markets—husbands, wives, boyfriends, girlfriends, married, single, and so on. This is because everybody will experience at least once in his or her life having or wanting to have a relationship with somebody. These kinds of general product can be sold in different niche markets. You only spent a few bucks for the product but you can sell it many times to different kinds of people from all walks of life.

Finally, starting a business in more than one niche gives you huge profit. The money will keep rolling in even if one of your niche businesses is not doing so well. This gives you more financial security because you know that whatever happens, you have distributed your businesses in different niches and there is a very slim chance that all of them will fail or go bankrupt. This is especially helpful since you cannot predict the movement of the market and you will not know what niche will be popular next year or the next day.

If you have varying interests in different niches, you can start your business in each of these niches. But if you have only one or very few interests, you can start your other businesses in different but related niches.





Chapter 3:

Using the Power of Different Resale Rights to Profit from Your Niche Market

Private Label Rights Products

I. Ideas and Strategies to Profit from PLR within your Niche

A. Online Marketing Ideas and Strategies

You can use private label rights online in many different ways to profit from your business. For example, if you have a website, just post your private label rights products like articles which you have already changed and edited. You can allow other people to re-publish your tweaked private label rights product but make sure that you tell them to include your very own resource box at the end of the article. The resource box includes a short write up about yourself as an author and also your website's URL. This is very helpful not just for you but also for your customer. You can advertise your website in the

article that you have sold while at the same time your customer is also creating traffic for his website because of your article.

Most people sell private label rights products. This is their main purpose why they buy them, anyway. But in your case, why not add one private label rights product as a bonus to your customer? This will not only make your customer happy but it will also help you have a group of loyal customers. When you give something to your customers for free, it gives the impression that you are selling your products to them because you really want to help, not just to earn money.

Another way that you can use private label rights products online is to send a private label rights content to your list through e-mail. They can act as your website's newsletter. You can also have private label rights content that offers e-courses. The only thing that you need to do is to send these newsletters on a regular basis. This is to keep your list's interests. And by doing so, your customers will be curious and will visit your website. You have to choose contents that are useful, though. Do not send junk or useless content or it will just end up in their e-mail's trash. Also, make sure that the PLR contents that you will send through email will arouse the curiosity of your customers to make them take a peek at your website. Choose something that is interesting and written in a nice way.

You can also use PLR products to make your website appear on top of the search results of different search engines. What you can do is to use your PLR content in making your article directory. Adding links of your affiliate programs to your article directory is another way to increase the number of people who visit your website. It can also increase your website's earnings. Another online marketing strategy that you can do with your PLR products, specifically articles, is to

collect and edit them one by one. Then, you can link them to one another and compile them to make an e-book. Making an e-book is difficult because you need to talk about one topic in depth in many pages. It takes many hours or even days to create one e-book. But if you will edit articles and compile them, it will take you only a few hours to create an e-book.

B. Offline Marketing Ideas and Strategies

Private resale rights products are not only used online but also offline. There are many ways that you can do to profit from private resale rights products offline. If you are not into online businesses or if you think you cannot maintain a website, then these tips are for you.

One good idea for using PLR products offline is to save them in CDs or DVDs. You can buy a PLR product like e-books, articles, videos, reports, or audio books and you can save them in CDs or DVDs. You have the option to sell the PLR product as is but you can also edit it to your preference. For example, you can change the cover of the e-book or the background music of the video depending on what you like. After changing the parts of the PLR product that you want to alter, save them in a CD or DVD and sell them to friends, family, classmates, co-workers, or anyone you know. You will do this offline, of course. You should know that physical products or those products that you can touch like CDs or DVDs are more expensive than digital ones. This is because it is more difficult to reproduce physical products than their digital counterparts.

Another way that you can use PLR materials or products is by selling them as a home study course. If you will just plainly sell these products online, they are cheaper compared to what people will pay you for a home study course. Home study courses are printed PLR products such as e-books, articles, graphics, or

reports. You can compile them in one ring binder or bound them like real book. You can create your own book cover that is appropriate for the home study course book that you are selling. You can sell them to friends, family, co-workers, classmates, or neighbors.

When people buy PLR products, they automatically thought of changing or editing the parts of the material. However, one way that you can use a PLR product offline is to turn them into other media formats such as MP3s, videos, podcasts, and so on. This may be more difficult that editing or adding something to the PLR materials but changing the format is like creating a whole new material or product. You can make a boring PLR article to a more interesting material if you turn it into a video. Sure, you need to spend more time and effort to be able to do this. But you have to keep in mind that you can sell these for a higher price than a plain PLR article.

Materials or products that you can download from the internet get old fast. This is because there are so many latest materials that have been created in just a short period of time. This is the usual scenario in internet marketing. Because of this, materials that you can buy from the internet become outdated and this gives them a lower value. Internet marketers sell these outdated materials in the internet at a much cheaper price because of so many competitions. But if you are going to use these materials offline, like in workshops or seminars, you can get a much higher price for them. And in the offline world, products and materials have longer shelf life than in the internet.

Public Domain E-books

A. Online Marketing Ideas and Strategies

Public domain e-books are great materials to use for your website or online business. Since these are not protected by copyright, you can do whatever you want with them. This depends on each country, though. You have to research first on your area's regulations about using public domain e-books. After doing so, you can now search for e-books that you can use for your online business.

Once you have searched for an e-book, you can edit them or add some pictures or content to make it more suitable to your needs. You can post this in your website as something that your customers can buy. E-books that teach instructions on how to do things or e-books on hot topics are very popular these days. Since the materials in the public domain are usually old, you can edit them to make them more appropriate for today's generation. If you have a hot e-book published in your website, this will increase your website traffic.

Another way that you can use a public domain e-book online is by selling it in online shops or auction sites. Nowadays, you will usually see e-books of some novels or bestsellers being sold in these online stores. You can do the same thing. Just find an e-book that you think many buyers will purchase. You can change it if you like or you can sell it in its original form. You can do a research to know the popular e-books or products that have been sold in these online stores.

You can also get yourself several public domain e-books and then get the interesting parts and compile them into a new e-book or make an article. You can post this too in your website and your visitors will keep on coming back because of the interesting and useful information that they can get from your site.

You can give these public domain e-books for free to your potential customers. Some people will say why give them for free when you can sell them. If you are

just starting your business, create a mailing list by sending out free e-books through email. This is a very good way to make your online business known or popular among prospective customers.

Adding graphics, images, your company's name and logo can also help you promote your website. However, you have to keep in mind that public domain e-books are a bit old or outdated because these are publications whose copyrights have already lapsed or expired. The author probably never got the chance to renew his copyright. This usually happens. After changing the e-book to your heart's content—the words, language, some part of the content, adding graphics and images, and changing the cover—you can now pass it off as your very own original work. You can even get a copyright for it. That's the beauty of getting e-books from a public domain. Restrictions are fewer, if there are any. This allows you to be more creative and to alter the material depending on what your company and your customers need.

B. Offline Marketing Ideas and strategies

Now that you know the things that you can do with public domain e-books in the internet, you should also know what you can do with them offline. Of course, you can also do marketing strategies offline.

There are actually many ways that you can profit from public domain e-books offline. One very good example is by saving the e-books in CDs and DVDs and selling them to different people or in different events. You can also print stickers and CD covers that will look perfect for your e-book's topic. For example, if your e-book saved in a CD is an e-book of recipes, you can layout a cover with different pictures of food that you can find in the recipe e-book. Or if your e-book is all about managing finances, you can print images of

bills, coins, dollar sign, and calculator on a sticker. This adds aesthetic value to your product.

You can copy different kinds of e-books in CDs that caters to different niche markets. For example, you can sell e-books on crocheting, scrap booking, golf strategies, cooking, marketing, self development, and a lot more. Start your very own library of e-books at home and people in your neighbourhood will know you as somebody who sells e-books on many different kinds of topics.

Another way that you can do to profit from public domain e-books offline is to print them out and compile the pages in a ring bind. You should also create an interesting cover for your e-book and print it out as well. You can also include pictures that are relevant to your e-books topic and that will help the readers better understand what was being said in the e-book.

After doing all this, it is now time for you to market your public domain e-books. The first marketing strategy that you should consider is to sell them to your family and friends. You can even ask for feedbacks on how you can still improve your product before you sell it to other people. Another marketing strategy is to place ads in your local newspaper's classified ads. Do not forget to include our contact information so that potential buyers can contact you if they want to buy your e-books.

Some people also hold parties for their e-books. For example, if you are selling a public domain e-book about recipes, you can have a cooking party where you and your guests can cook the different recipes included in the e-book. This is probably the most fun and exciting marketing strategy that you can do to sell your e-books. And before your guests leave the party, you can give them sample e-books. Before you know it, your customers will increase and you will be

holding more and more cooking parties for your e-book.

For some people who have the guts and diligence, they even sell their e-books door to door. Start in your own neighbourhood. Have a strategic plan for the whole week. For example, in Day 1, you will target the first street, Day 2, the next street, and so on. This way, it is more systematic and you will never waste time.

I. Ideas and Strategies to Profit from Public Domain within your Niche

A. Online Marketing Ideas and Strategies

There are many different kinds of materials that you can get from public domain—e-books, videos, articles, audio books, scripts, and reports, to name a few. You can use these materials online to earn money in so many different ways. One good way to gain profit is to create different mini websites in different niches or within your current niche. You can publish different public domain materials in each of your mini sites and start earning money continuously. This is a great idea because even if one of your mini websites is not earning as much as you have expected, you can just focus on your other websites. Make sure though that you employ the same niche marketing strategies that will give your mini sites high rankings in different search engines. This is a money-making strategy because you have more customers from different niches. The more customers, the bigger is your chance to earn more profit.

You can also divide these public domain materials into parts and turn them into smaller contents. You can use these smaller contents into different parts of your website. This lessens the chance of having a duplicate

website because of the same content. For example, if you used one article from a public domain e-book and you just used it as is, another person might have done the same thing in his own website. When you search for that article's topic, you will end up with two or more websites having the same article. To avoid this, split the contents of the materials. You can also mix and match contents of different public domain materials for your website. For example, post graphics, pictures, snippets of videos, parts of an e-book r article, and so on to your website. This is a good way to turn old public domain materials into fresh materials that are appropriate for today's generation.

Another great way to use public domain materials to increase your sales is to use them as auto responders or as e-courses that you can send to your prospective customers to follow up on them. By doing so, you will keep potential and also current customers by leading them again and again back to your website. This also creates website traffic and helps you establish your credibility and your company's name in your chosen niche, as long as you create good articles or products from the public domain materials. You can also give public domain materials to your affiliates and customers as bonuses or incentives for patronizing and promoting your website. You can give them something that is related to your website. For example, if your website is all about financial management, why not give them downloadable software that will help them budget their income effectively? Not only are you promoting your website but you are also helping your customers in their daily lives.

The possibilities are endless because there are so many different materials that you can get from public domains. Just let your creative juices flow and have the patience and diligence in creating a whole new product out of an old outdated one.

A. Offline Marketing Ideas and Strategies

Using public domain materials offline can be very profitable as long as you know what to do with them. Selling public domain materials offline gives you greater returns than selling them online.

Identify a hot trend or several hot trends in your area or neighbourhood to know what kind of public domain materials you should get. If you have noticed that your family and some friends are all starting to eat organic foods, you might consider getting public domain materials about organic foods. Or you can also get public domain materials with topics that are always in demand such as tips on saving money, relationships, and childcare.

You can then edit or change the materials for them to better address the needs of the customers. If your customers are younger, for example teenagers, change the language and style of the materials. Make them hipper, cooler, and trendier. If they are older, apply a more serious tone of the material and make it simple yet informative.

After changing the materials, you can now think of marketing strategies to profit from these public domain materials. You can gather friends and neighbors to watch a public domain video about a certain topic. It can be about a documentary on how to save the environment or how to start living green. As you know, the conditions of the environment are getting worse, and many people want to change their lifestyle to be able to help save the environment even in the littlest ways. You can watch the video and provide handouts that you have gotten from the public domain. Serve organic foods and treats. You can sell the public domain materials related to the environment such as videos, e-books, and reports. Or you can sell other products that are environment

friendly such as flower seeds, organic fruits, organic clothing, and so on.

Another way to earn money using public domain materials is to collect different instructional e-books on different topics from a public domain. You can either save them in a CD or print them out like a manual. You can sell them to your friends or co-workers who want to learn how to do something such as constructing a piece of furniture, sewing, creating videos, and so on. These days, making DIY projects are very popular. You can benefit from this trend by selling how-to public domain materials.

If you are into translating, you can translate public domain materials written by famous authors such as the bible or William Shakespeare's plays into modern language. These books are in the public domain now. You can get a copyright of your translated version and wait for the money to start rolling in.

These are just some ideas that you can use to profit from public domain materials offline. You can use just one material for your business or a combination of two or more. It is up to you. Just make sure that you change the public domain materials to better suit your customers' or audience's wants and needs.

Master and Basic Resale Rights Products



I. Ideas and Strategies to Profit from Master and Normal Resale Rights Products within your Niche

A. Online Marketing Ideas and Strategies

Resale rights products can be divided into normal resale rights and master resale rights products. The advantage of products with master resale rights is that your buyers can resell them again to their own buyers. But even with this slight difference, you can still earn money online using both types of resale rights.

One good idea or strategy is to compile different related resale rights articles and turn them into an e-book. For instance, you can make an e-book about random daily problems. For example, tips on how to stop smoking, remove rust, open a stuck zipper, remove onion smells, and many other trivial day to day things that you can think of. These are not only very easy to find but these topics are always popular among people in different generations and backgrounds. You can sell these e-books in your website. Your customers can download them and pay through credit cards or you can post them up to an online store or auction site.

You can also use articles and turn them into blog posts. Blog posts are very popular because they are written in the first person, as if the person who wrote them is talking directly to his readers. The reader will feel as if he can relate to the writer. Choose topics that are hot and popular such as topics on technology, money or finance, and personal relationships. If you will sell resale rights articles, make sure that the buyer will include your resource box, compete with some of your personal information like occupation and hobbies and also your website's URL. This will attract more visitors to your website. You can also include affiliate programs to your articles. Mention them in your articles. Make sure though that you do not overstuff your articles with affiliate companies.

You can also resell software that is very in demand. For example, you know that many people are interested in stock trading or Forex. Why not sell software that will help them monitor their stocks more conveniently? Make the stock traders' lives easier by selling them software that can help them with their stock trading business. You can also include an e-book with information and tips for a successful stock trading experience. You can sell a whole package using different materials with resale rights to your niche market. This will earn you huge profits without spending too much time and effort.

You can also split e-books into several articles and post them in your website. For example, if you have one whole resale rights e-book about gardening or planting, you can divide the parts into different contents. You can make one whole new article about fertilizers and how to use them, about different kinds of plants, benefits of having a garden, and so on. Sometimes, readers tend to ignore e-books because they need to take time reading the whole content. They feel discouraged and overwhelmed with the number of pages. They will then leave your website and try another one. But if you have several short,

highly informative, and stylishly written articles in your website, you can be sure that your visitors will keep on coming back for more.

B. Offline Marketing Ideas and Strategies

For some people who do not have 24/7 access to the internet for some reasons, they opt for offline strategies and ideas using resale rights products. Some people also find it difficult to earn profit online. After all, not all people can do business successfully in the internet. There are also those people who want to sell resale rights products offline because they can earn bigger profits compared to selling digital resale rights materials. Whatever their reasons are, one thing is for sure—you can profit from resale rights products by using offline marketing strategies and ideas.

One great idea is to convert these resale rights products into different formats. If you buy one product with resale rights, for example, an e-book, you can make many other products from that e-book by converting it to different formats like video, audio books, or articles. This is very useful because not all people have the patience or time reading e-books with many pages. Some people prefer watching videos about the topic that they want to know or some like reading short ad straightforward articles. By converting one resale rights product to different formats, you are widening your customer scope by including all kinds of people with different preferences. You can save these products in CDs or DVDs and sell them to your friends or family.

You can participate in a flea market and sell your resale rights products at reasonable prices. You can sell e-books, videos, articles, and reports that are saved in CDs or in the case of e-books, printed. You can sell popular topics, e-book copies of popular fiction novels or bestsellers, videos or clips, and many

other resale rights products. Make sure that your products are affordable. After all, you are selling in a flea market and people go there to get cheap deals and save money.

Another strategy that you can do is to hold a seminar or workshop about a particular topic in your niche and prepare resale rights materials as your visuals, handouts, or giveaways. For example, you have a seminar on how to lose weight effectively. You can have a video presentation using a resale rights video that you have bought. It can include the steps on how to lose weight and the testimonials of different people who tried it. You can then have a short discussion or a question and answer portion. Then you can promote your products. It can be a package of e-books or printed e-books, primers, and videos that can help your customers lose weight.

If you are into helping non-profit organizations or charities, you can endorse your resale rights products to them. Tell the people in the charity or non-profit organization that they can sue your products in their fundraising projects. You can then split the profit. You can donate a huge percentage to your chosen charity and only a small percentage will go to your wallet. This is a great way to earn money for yourself and help other people at the same time.

Giveaway Rights Products

I. Ideas and Strategies to Profit from Giveaway Rights Products within your Niche

A. Online Marketing Ideas and Strategies

If you are just a newbie in niche marketing, you should know that the hardest part of this business is

how to attract potential customers. Some people use advertisements for their websites but these may cost you a lot of money. Ad you should not be spending too much money at the beginning of your business. What you can do then is to promote your website in a different and in a little less obvious way by using giveaway rights products. Even expert niche marketers use this technique. Some people have second thoughts about giving away products for free to their customers. They think that they are not getting something in return. The truth is that you can also earn profits from giving away freebies. The rewards of giving away free products are not as immediate or obvious as selling products but you can profit from them nonetheless.

If you want to promote your website, meaning you want other people to know about it, you can send them your sample e-books, articles, or videos through email. You have to create a mailing list first. Your mailing list should include your target customers. They can act as teasers. Include something like this in your email: "If you want to get more of these, just visit this website...." This is a very effective way to advertise your website. You will be gaining more and more customers and your website will have many visitors. By showing your works, especially if they are really good and nicely done, you will become known as an expert on your particular niche and people will put their trusts in you and your website.

You can also give freebies or giveaways to your loyal customers as a way of saying thank you for continuously doing business with you. Aside from your loyal customers, you can also impress first time customers by giving them freebies after visiting your website and buying one of your products. Not only are you maintaining a good business relationship with your old and loyal customers but you are acquiring new customers as well by giving away different products.

If internet users need sign up first to your website to become a member and to view what you have in store for them, why not encourage them by giving them a free sign up bonus? Once they sign up to your website and become a member, give them a free e-book, software, or video about the topic related to your website's content. If you do this, they will also recommend your website to other friends. This is one of the easiest ways to create a network of customers and visitors to your website.

Always use the phrase "free e-books" or other free products as your keywords in your website because many people are always searching for free e-books on almost any topics that you can think of—from serious topics like business and mortgages to lighter ones like collecting stamps and scrap booking. Make sure that you have the hottest e-books in your website.

B. Offline Marketing and Strategies

There are also many things that you can do with giveaway rights products to earn profit offline. For example, if you will conduct a workshop or a seminar about a certain topic like improving one's business sales, you can give your audience freebies like a step by step instructions on how to be a successful businessman in a video or e-book format. This will encourage your customers to buy your real product or to attend your seminars. This is a good way to establish your name in your selected niche, especially if your giveaways or freebies are really great.

Another way is to visit local businesses around your area. You can tell them to give their customers your products for free. Local businesses will be excited to do this for you because it can also help improve their own businesses. For instance, if you have giveaway rights products on scrap booking and you have other

materials that are for sale, you can find a local arts and crafts store or a shop that sells scrap booking materials and give your freebies to them. They will give your products for free to their own customers. By doing so, your customers will know about your home business and will try to contact you if they are impressed with your giveaway rights product. You are not the only one who will benefit to this kind of set up. The scrap booking store and its current customer or your potential customer will also greatly benefit.

Another way is to attend events and functions that are related to your giveaway products. If you have heard that a barbecue cookout will be held in your neighbourhood and all people can join, why not bring your giveaway rights products about cooking barbecues and having a cookout? This is very appropriate for the event and people will also notice your home business. Not only that, but you can talk to people in your neighbourhood that you do not normally talk to and gain new friends. You can also talk to events or party organizers or planners if they can use your freebies as giveaways. One good example is giving away your products about marital relationships. You can even personalize them by saying congratulations at the end of the video or e-book. Do not include a discouraging material about weddings such as topics about divorce or paying for monthly bills. This will only put a dark cloud on a supposed to be bright and sunny event in a couple's life.

The easiest way to promote your business in your niche market is to give your freebies to friends and families. You can also give them several copies so that they can also give them to their on friends and connections. Your family and friends can even suggest ways on how to better improve your freebies to attract more buyers or customers. Make sure that you will give your free products to people who have the same needs. Do not give freebies about stock markets to your teenage

siblings, unless you want to hear some negative remarks about your intelligence or something.



Chapter 4:

PLR and Resale Rights Profiting Success Stories

How a Man Recreated a Totally New Software from PLR and Profited Thousands of Dollars

If you are still not convinced about earning huge profits by just selling PLR products, let's take a look at an example. You might not have heard of Brandon Gibbons but his story is one great example of how someone can create new software based from a PLR product and earned thousands of profit from it. Before he learned about niche or internet marketing and PLR products, he was just an ordinary employee, working regularly from Mondays to Fridays, 9 am to 5pm, earning just enough to support his family. At that time, he sometimes felt that what he was doing was not enough. And he felt dissatisfied with the routine work and his so-so salary.

Fortunately, one old friend saved him from becoming a miserable worker, just like almost all people who feel something is missing in their lives. His friend introduced him to niche marketing and using PLR products to start a business. He said that he could earn huge amount of income by using PLR products and recreating new products out of them.

To make a long story short, Brandon Gibbons followed his friend's advice. Since he is tech-savvy and he is very good

at tweaking and creating software, he decided to focus on this PLR product. He bought a PLR software and recreated it by changing, adding, or deleting something from it. He started his online business in the stock trading niche and sold his new and original software to expert and amateur traders. Now, he is a very happy man with a steady flow of huge income under his name. If you want to know his secrets to success, here are some of his tips:

- Make sure that what you are going to sell is something that you would also use. The software should do its tasks effectively and efficiently. There is no room for mistakes when it comes to software, especially if your niche is something as serious as stocks and foreign exchange. If you made a mistake at the beginning, you will lose credibility and your business will fail even before you start.
- Recreating software is not something that you should do if you think you do not have enough technical knowledge about it. Although buyers are allowed to do whatever they want with their PLR products, you still need to know your capabilities and limitations. Rewriting or editing e-books and articles are easier, but recreating software is more difficult. If you think you cannot make it or if you are not 100 % sure about your technical skills and knowledge, you should hire somebody who is an expert about software and this kind of technical stuff.
- If you are not so knowledgeable about software and technical subjects, you can edit or change other things about or related to the software, not the software itself. For example, you can change the name or graphics of the software. This will give your product a fresh new look or image. People will think that it is a new product, not a PLR material.

How People Use Public Domain E-books to Publish a Book and Profit over 100,000 on Amazon

Public domain is a great place to get materials for your online or offline business. You can get materials in different formats—videos, articles, reports, software, and e-books. But if you want to start a business on Amazon, one of the major online bookstores where you can earn money up to \$100,000 or more, you should sell e-books. Read the following testimonials from people who used public domain e-books and sold them in Amazon.

- Melissa Hunt, a 43 year-old housewife loves cooking. Because she has a lot of free time, she always searches the internet for some new recipes. Then she stumbled upon an online public domain where she can get many recipe e-books. At first, she just used these e-books for personal purposes. She started to follow the recipes and prepared them for her family. One day, a light bulb suddenly lit up on her head while looking at her numerous recipe e-books. She decided to compile them. However, she added her personal touches such as her family's secret ingredient for apple pies or a new tip for baking vegetables on each of the recipes. She decided to get a copyright of her new book and had it published. She now has several recipe cookbooks up for sale in Amazon and this gives her a steady income to help her husband with their daily expenses, with plenty of money left for doing leisure activities.
- Another fledgling author, Lee McDermott, a former bank employee, gave some tips to people who are having financial dilemmas and ended up with thousands of bucks in his wallet. What he did was he just collected some e-books written by famous businessmen. He read them and took down notes about useful tips. He then gathered all the tips and advice and turn them into one whole new book. In these times of economic downfall, many people are experiencing financial hardships. And Lee

McDermott's collection of tips is one of the hottest selling books in Amazon.

- If you are interested in scripts and plays, you might be interested in Joan Fox's modern scripts for stage plays. When she was researching for a script for her college play as a project in one of her classes, she came across a public domain where she can get scripts and many other materials. Most of them are old, using old language and style. She edited the scripts by using modern language sued by today's people and also applied her own style. Since she already has a flair for writing, this was not a difficult task for her. Her friends encouraged her to get a copyright for her edited plays and sell them in Amazon. She is now earning a huge amount of money for her works even though she is still a university student now.
- People who can speak a foreign language can also profit from public domain e-books. Take Manuel Iglesias for example. He is a 36 year-old Hispanic and can still speak and understand Spanish well. What he did was he translated several Spanish e-books into English and vice versa and had them published. Now, he is earning more than what he was earning before as an accountant after selling some of his works in Amazon.

How Men and Women Earn Profit from Resale Rights on eBay

Aside from Amazon, you can also profit from auction websites like eBay. In eBay, you can sell almost any kinds of things, which makes it a famous place for people who want to sell resale rights products. Many people already profited hundreds to thousands of dollars in eBay by using resale rights products. Here are some success stories that will also convince you to sell resale rights products on eBay.

- Just like in Amazon, you can also sell books or e-books in eBay. One power seller in eBay, Anne Campbell, already has 1000 plus positive feedbacks in her account just by selling e-books. She also earns huge profits after just spending a few dollars buying e-books with resale rights. She sells different types of e-books. She sells fiction, self-help, business, how-to, chick lit, and many different kinds of e-books. She makes it a point to research about the hot topics or books that people want to read about and she will base her purchases on that. Sometimes, she also tries to sell her e-books outside eBay. But selling e-book in eBay is much easier because there is no shipping fee. She just needs to send the product to the customer's email and the customer can pay through Paypal or credit card.
- Another eBay seller, Gary Green, a 28 year-old office worker, also sells e-books. But aside from e-books, he also sells audio books. These audio books also have resale rights. His resale rights audio books include language studies and other fiction and non-fiction audio books. Most people prefer audio books because they do not have to focus their whole attention listening to the audio book. They can clean the house, eat, wash clothes, and do other things while listening. For e-books, your whole attention is required if you want to understand what you are reading.
- If you are into movies, you might want to buy resale rights videos in eBay. Linda Humphrey loves watching films, movies, and video clips and she devotes her time looking for videos. Since this is her interest, she decided to make a business out of it. Now she has sold more than a hundred of resale rights videos in eBay and she still continues to do so. She has earned a good amount of money that made her decide to continue her online and home-based business.
- Another person who also sells resale rights product in eBay and is successful at it is Jenny O'Reilly. She is a computer science major and she loves anything that

is related to computers or technology. She is selling resale rights software in eBay now. Many people use different kinds of applications and programs to do certain tasks. Software makes life easier. This is the reason why she decided to sell software that she has altered a bit. She also changed the name and graphics of the software and passes it off as her own. She sells many different kinds of software that many students, businessmen, and office workers need.

How a Man Built Different Targeted Email List Using Giveaway and PLR Materials and Profited as a Clickbank Affiliate Using His Niche List

If you want to know another success story about a man who became successful in his business and earned profits by becoming a Clickbank affiliate, you should read his story and be inspired. Before, Chris Matthew had everything—a supportive family, nice job, cool car, and a huge house in one of the best neighbourhoods in his State. However, when the conditions of the economy became worse last year, his company forced employees to quit and Chris was one of them. This came as a surprise to him and his family. They were not prepared to such an event. He is now in too much debt. He could not pay for his house and they decided to sell their luxury car and settled for a cheaper but more practical car.

Fortunately, he still has his family, and his wife has been very supportive and tried hard to help him with their financial needs. Because of his family's never-ending support, he did not stop looking for a money-making business. Looking for a job turned out to be fruitless because no company wanted to hire new workers. So when he finally learned about PLR and giveaway materials

and how to profit from them, he decided to give it a shot and focused his full attention to this new money making scheme.

What he did was he researched about niche marketing and found some of the hottest niche markets today. He then decided to create a website based on that niche market. Since he is knowledgeable when it comes to technology, this was no problem for him. After building his website, he then decided to build his mailing list. What he did was he used a software to come up with a mailing list. You can also hire a company who will give you a list of your potential customers' emails, but there is a possibility that they will sell this information to other companies.

Chris then bought PLR and giveaway products that he can post in his website and he can send to his customers for free. At first, he sent some articles about his topic on managing finances to his mailing list. These are for free. After some time, he realized that there are more and more people who are visiting his website. He continued sending freebies or giveaways in different formats to his customers and potential customers such as e-books and articles. His website traffic increased tremendously and more and more people are now buying his products. To make this long, yet successful, story short, he now earns just as much or even more than what he was earning when he was still working. Sending giveaways keep the interest of your customers and also attracts potentials ones.

He has also signed up for Clickbank, a marketplace for digital products. Chris is selling digital products like e-books, software, and videos. Other people also promote his products using his website's link and they share the profit that they can get once the products have been sold. Although his profits decreased per sale, his total sales increased because other people in Clickbank are helping him sell his products. Now, his website is still very active and he is still a Clickbank affiliate, earning more and more money as days go by.

By now, you should be fully aware of how golden plr and resale rights products could be in the business world. The purpose of this guide was to help you understand the potentials and utilization of different resale rights products and niche marketing. I hope that you will understand your role as a member of our club, and what effect it has on businesses in the offline and online world. Many opportunities lie ahead for any marketer, and can only be achieved through actions rather than idleness. Please remember that!

All the best,
Ludovic Louisdhon
PLReBookClub.com

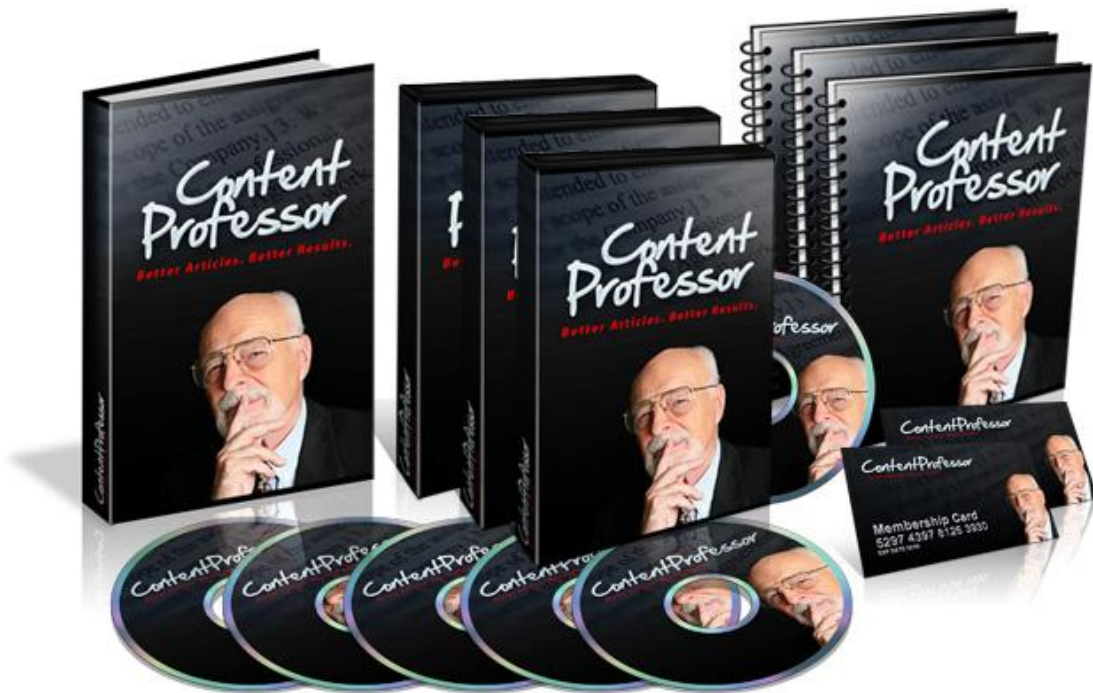
Download 90 Unlimited Resell Rights Products of YOUR CHOICE Every Month [Click Here](#)

Grab Your Free Report Now!



[Click Here!](#)

[>>>Free Instant Download <<<](#)



Grab All The Source Code Of A Million Dollar Software Business! You Receive Over 40 Software Programs, The Sourcecode, And Sales Material. This Sale Is Ending Soon!

[>>>> CLICK HERE! <<<<<](#)