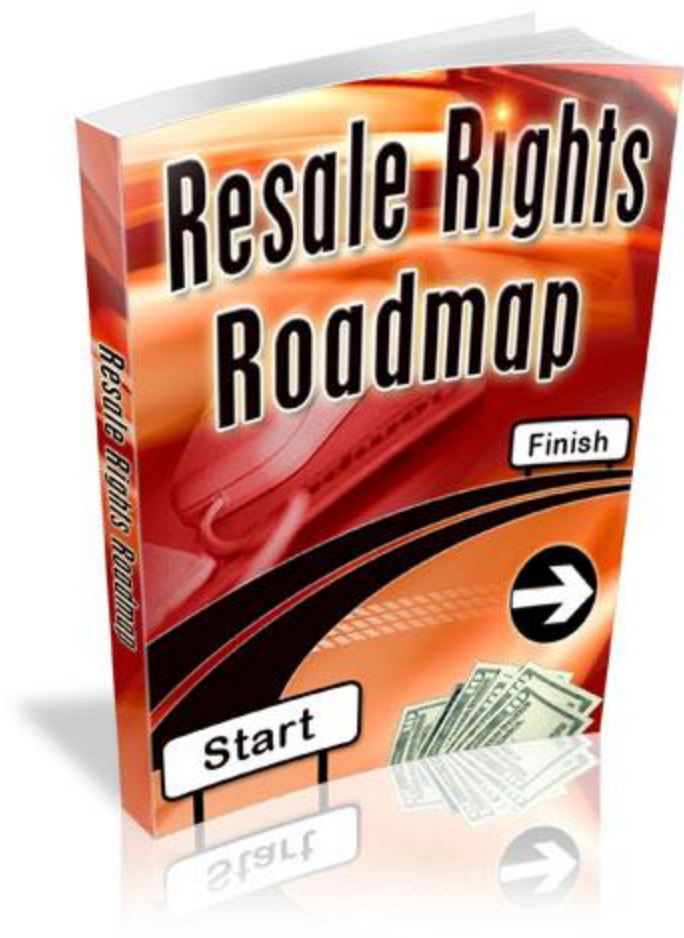


“Resale Rights Roadmap”

Your road to success with resale rights products



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Introduction

Resale rights products are truly fantastic! In fact they are one of the best things to ever happen to Internet Marketing and marketers alike. Thousands of people have made fortunes or good livings from resell rights products.

Making money with resell rights products can be done in two basic ways:

- ✓ Resell rights for someone else's product can be bought which will give you the right to sell it and keep 100% of the profits.
- ✓ Alternately resell rights to your products can be bought by other people giving them rights to sell your product and keep 100% of the profits.

So that is the two basic ways you can make money with resell rights. What's so fantastic about that then?

Well, if you have no time to create your own products, lack of experience, laziness or you simply want to be making money on the internet as soon as you possibly can. By buying resell rights to a product (which will usually come with an already made sales letter and graphics); you can upload the product to the Internet and you are well on your way to owning your online business!

In less than a day, or even less than an hour anyone can start their own online business using resale rights products

An online business can be started almost instantly with resale rights products. That is just one of the many reasons resell rights is so awesome. Now that we've covered making money by buying resell rights what about selling them?

Buying resale rights is an awesome idea, but believe it or not selling them can be even more profitable.

A LOT of people are buying resale rights products because they are the absolute easiest and fastest way to start an online business. Resale rights can be bought to more than one product and most people who buy resale rights do just that.

Why not though?

Why not buy a whole bunch of resale rights and set up a lot of businesses, rather than buying just one product to set up just one business? A lot of people that buy resell rights do so.

A lot of people are looking to buy resale rights because they are hot property. So that's just one of the reasons to start selling resell rights and start making a profit.

But in my opinion, the main reason why selling resell rights is so great is because of the price you can actually sell them for.

Resale rights mean that you can have a high priced item, which is also a hot seller. You can then sell resell rights for anywhere from as little as \$1 to as much as \$1,000!

Resell rights are great way to make a great deal of money. All the big names in Internet Marketing make big dollars, selling high-ticket items for example \$47 eBooks, \$97 software and even \$997 DVD courses. This is useful because you probably don't have the experience and knowledge to create such high priced products unless you're already an expert.

By using resale rights products, you can be an expert in your field!

What you are doing when you sell resale rights is selling a business that people can actually start making money with! Rather than just selling an eBook or course and teaching them how to do it.

Telling them how to create it themselves is all well and good but most of the time giving someone a business they can actually making money with is a lot more valuable. Also, it's a hell of a lot more appealing to the buyer as well.

I could go on for another fifty pages telling you why resell rights are a great way to make money but now I'll teach you the different types of resale rights. Let's get started by looking at the different types of resell rights available.

The Types of Resell Rights Available

There are many different kinds of resell rights products that you can buy or sell which you may already be aware of. Here are the main rights to sell products that are available:

✓ **Basic Resell Rights**

You always keep 100% of the profit after every sale you make. You have the right to resell the product but your customer does not have the right to resell it.

✓ **Master Resell Rights**

You have the right to resell the product as well as the Basic Resell Rights itself to your customers. Your customers can in turn resell the same book to their customers.

✓ **Private Label Rights (PLR)**

Unfortunately what you normally can't do with Standard PLR material is pass on the Private Label Rights to others Buying Private Label Rights (PLR). However usually (PLR) gives you the right to change the product in any way you like, put your own name on it, sell resell rights or even master resell rights to others and basically use and treat the product as it were your own creation. Always check the license terms when buying PLR products.

✓ **Unrestricted Private Label Rights (PLR)**

This is the ultimate of all resell rights products! This has all the advantages of (PLR) without the disadvantage. Unrestricted (PLR) means you can do whatever you want with the product including passing on Private Label Rights to your customers. You can charge a lot for this type of material, if you are the creator.

✓ **Give Away Rights**

You have the rights to give away this type of product. In most cases however, you cannot resell and/or edit it. You can give the product away without paying a fee though! And once again, if you are the editor, then you can place your hyperlinks or backend sale links in to your own products and make a small fortune when people give your products away as a bonus.

How to Become A Reseller

The first part of this guide will give you helpful advice on where to buy resell rights and how to make sure you get your money's worth.

As you may have guessed by the title of this section, a reseller is someone that buys resell rights to other people's/marketers products and sells them to keep 100% of the profit. Simplicity at it's best, you can resell and resell as there are no overheads and you always keep 100% of the profit.

Here are the main reasons why becoming a reseller is so good:

✓ **You keep 100% of the profit!**

You get to keep all the money from every up-front sale made without having to share any royalty fees whatsoever with the original product creator, probably the second biggest benefit of being a reseller, as a reseller.

✓ **Earn residual income**

So that you have an opportunity to earn back-end income from the same customers the product with Resell Rights that you sell can be customized with your own affiliate links.

✓ **No need to create your own product!**

You don't have to spend time, effort and money researching on the topic and demand, and creating the product, which you might or might not have the expertise to do so because the original product author has done this process for you. Thus you can start marketing your Internet Business. You

only have to set up your Internet Business using the Reseller Materials Pack provided by the product author

- ✓ **You can use, and modify all the sales material that has been created for you**

With all of the work of writing your sales letter, follow-up letters and advertisements, you have saved a lot of time on your part. Therefore, you just need to set up your Internet Business, you can modify your sales letters too, for that unique and individual look.

- ✓ **Resellers are more motivated than affiliates**

Unlike affiliates, joining an affiliate program is usually free and if you don't make any successful referrals as an affiliate, you don't have anything to lose, as you have never invested any money. Normally, resellers have invested some money into purchasing products with Resell Rights. This factor motivates resellers to market with effort.

Here are some small drawbacks to becoming a reseller:

- ✓ **You will need your own web hosting and domain name to link your products too.**

If you haven't got your own domain name and web hosting yet, this can result in paying monthly fees, however hosting is an essential part of internet marketing so putting it simply, you need it! I would recommend D9 Hosting and I have also set you up with a special offer if you [click here](#). I know Dan and Paula who run this company personally and their support is second to none.

- ✓ **You are competing with other resellers who are selling the same product as you**

Competition is always a factor. Product saturation can happen in the space of 2 years, remember the Internet receives an average of 11.6 million new Internet Users a month. Furthermore, if the product author is neglectful of the violation of his product's Resell Rights terms and conditions violation by dishonest Resellers, such as undercutting the price of the product and completely devaluing your resale rights products, your Resell Rights business can be badly affected.

✓ **Sometimes you need to invest a little money to become a reseller**

You will be spending a little money so some risk can be involved here. Unlike affiliate programs where you don't have to pay anything to join to promote a product. With the case of being a reseller this is not so. You will have to start with taking some risks but the reward is getting to keep ALL the profits from up-front sales of the product. However, this should not be a problem, you could ask for a refund if the product has a money back guarantee policy and if you don't get to at least cover your investment within the period of time then you can simply refund the cost. So although you have paid an initial outlay, you will almost certainly cover your cost of investment.

✓ **Finding a quality resale rights product can sometimes be quite hard**

You have to find out if there is any back-end income opportunity available in the product and how well the affiliate links are embedded within. You need to ensure you have all the reseller tools to hand and I mean all of them! You need sales pages, graphics, a good quality product, a product which you can promote time and time and time again without fear of devaluation and timeless information,

which may only need updating once or twice a year. This is the sort of resale rights product you are looking for.

I am going to give you a simple, easy and extremely fast step-by-step plan on setting up your very own online business in less than 24 hours! Ok, now that I've covered all of the pros and cons of becoming a reseller.

Your Very Own Online Business in Under 24 hours

NOTE I will not walk you through this whole process holding your hand; I will simply give you a simple yet profitable plan you can easily follow. This plan is a basic plan to set up your business as fast as possible by buying resale rights to a product and making money by selling it.

Step 1: You need to use a reputable payment processor company to accept online payments

This can be done for free and in as little as a few minutes. This is very important, as most of your customers will be paying by credit card

PayPal is a processor that enables you to accept credit card payments as well as e-checks and PayPal transfers directly to your PayPal account. PayPal is the best and most popular online payment processor.

It will only take a few minutes to sign up for paypal for free at <http://www.paypal.com>

Other good online payment processors are:

<http://www.clickbank.com>

<http://www.2checkout.com>

Step 2: Choose a domain name and get web hosting

You will have to pay a monthly fee in order to have your website on the Internet, but that fee can be as low as \$10 a month. You need web hosting in order to upload your website to the Internet. Got to [1and1](#) to get a cheap and affordable domain and get your hosting at [D9 Hosting](#):

Step 3: Source and purchase your resale rights products (very important you choose the right ones)

You will find more info on what to look for in resale rights products later in this eBook. Some great places to find good quality resale rights products are:

Check out the free eBooks section at <http://www.warriorforum.com/forum> as many people give away resale rights products here. Go to the warrior special offer section to choose from many available products you can buy resell rights to.

For 100% free Private Label Rights you can get to a ton of great products at once on this website....

<http://www.thenichegoldmine.com>

<http://www.infoproductblowout.com/> – this site provides what is probably the largest collection of resale rights products on the Internet.

The above are some of the best options currently available to someone looking to buy resell rights to high quality products but there are many more websites selling resell rights on the internet.

Step 4: Upload your products to your webspace

Once you have your resale rights to a product you want to sell. Uploading it to the Internet and setting up the payment processor is the next step.

This is the reason you need web hosting and a domain name. The mini site and sales letter that comes with the resale rights products you just bought need the hosting to upload. The domain name will be the web address to your new website.

If you have bought hosting from 1&1 uploading a website is very easy. You can find all you need to know [here](#). If not try taking a look at [FileZilla](#) and their fantastic FTP guide [here](#). Both of these sources will help you upload your website and help you get started selling your new resale rights products.

Step 5: Advertise your products!

In this eBook I will cover a lot of different ways you can drive traffic to your website. We will take a look at these areas later in the coming chapters.

Making Money as a Reseller

There are many other ways you can use your rights to a product to make money or develop and grow your online business besides buying resell rights to a product, and selling it on your own website.

When you buy resell rights to any products you can:

- ✓ **Increase your web site traffic**

Draw targeted traffic by the masses through offering Resell Rights products with Give Away rights in your membership site, give away campaign or blog.

- ✓ **Build an opt-in list**

You can simply set up a small sales page that offers a free eBook in exchange for people's email addresses and names. So that Resell Rights products can be used as an incentive for your visitors to subscribe to your e-zine.

- ✓ **Use your products to create back links to your main website or high-end products**

Direct your products to your main site and see your traffic stats go crazy.

- ✓ **Add your Resale Rights products to your Blog**

To encourage your readers to look forward to every one of your email messages add products with Resell Rights of the similar theme to your blog to provide your readers with great info.

- ✓ **Earn 100% profit from the sale of your products**

As a reseller, you get to resell and keep all the profits. This is the most attractive part about digital products with Resell Rights.

- ✓ **Use them for your own personal development and building your wealth of knowledge**

As I said before, starting your own online business by buying resell rights is the simplest and easiest way to start an online business. And if this is your first time making money online, you will learn a great deal from trying to sell and market the product you bought resell rights to.

- ✓ **Increase your sales by offering products with Resell Rights as added bonuses**

Adding more bonuses without stealing the focus from your primary product in your sales letter is a good incentive for prospects to purchase from you as opposed to other Internet Business owners or even other resellers for that matter. The more bonuses you get for buying your product the more guys will buy your product. However, watch for the overkill. Too many bonuses can kill your product.

- ✓ **Earn more income from backend sales of your high-end products with your new resale rights products**

Embed your affiliate links to other affiliate programs. This can be possibly done by getting the product customized by its original author. Ask the author of your affiliate programs for a special page for you, to which you can direct sales to. Your reader will be especially pleased when they land on a page which displays the text 'for special friends of your name'

- ✓ **Add surprise bonuses in your Thank You page**

This is a good tactic to build, rapport, credibility and trust on your part. In addition, doing so makes your new customers feel that they have made the wisest choice of purchasing from you. For all you know, they might just tell their friends to buy from you instead of others simply because of the unannounced bonuses and the feeling of trust and good service.

- ✓ **Create your own information product with Resell Rights products to be included in your package and sell them**

You can also provide tools and software which you have the Resell Rights to in your product or package with the context of saving your customer time, effort and money sourcing and purchasing them elsewhere. You can provide cross-references to other subjects your product may not be able to cover in detail as part of the package in your product.

- ✓ **Use products with Resale Rights in your follow-up messages to bring repeat customers**

If your customer likes your first recommendation, he will definitely look forward to your coming recommendation or solution. Since your customer trusted you enough to buy from you for the first time, why shouldn't he continue to do so?

- ✓ **Create your own free or paid member area**

This is a power method used by membership webmasters to build their own base of responsive and quality members to give their special offers to. In addition, your customers just have to pay a monthly or yearly fee to be a member of your site and you consistently add products into the member's area for him to download – all which the value of the products would have amounted to more than the periodical fee itself. This technique allows you to build your mailing list

and gets you on a one to one personal standing with your members, remember, trust and confidence brings sale after sale. If guys trust you then they will buy from you because you are not promoting any old products, you are promoting products only you use yourself. This is key to success!

How to Source your Resell Rights Products

Resell rights to good high quality products, that you can make some good money with, though popular, are not always that easy to find.

- ✓ **Ensure your Resell Rights product has a persuasive sales letter**

The best litmus test is to read the sales letter yourself. If it doesn't persuade you, it won't persuade your customers, either. If the sales letter is not convincing, it won't sell no matter how good the product is. Your sales page is the key to your success. Spend time editing and creating the best sales letter you can. If you want to check out an excellent resource look no further than [SalesLetter ABC](#).

- ✓ **Avoid buying cheap packages that you see for a few Dollars**

If the product and its resell rights are too cheap to be true, this is often because either product is already old, over-saturated on the Internet or devalued due to low prices offered by other resellers on the Internet. In most cases, the bundled packages are really worth just that amount.

- ✓ **Look for Resell Rights membership sites, which provide you with the best quality up to date info**

Some recommended membership sites that are dedicated to providing quality Resell Rights products on a consistent basis are [SureFireWealth.com](#) and [Digital Resale Rights Club](#). Preferably either the web master does his homework often or he has a good connection with other product creators that he usually has the product before the launch day, so you're one of the first to get it.

Also, if you would like to get Private Label Rights to 8 great products all at once, go to <http://www.private-label-resell-rights.com>

- ✓ **Don't purchase a outdated resale rights material**

This is especially true if the product contains a lot of time-sensitive information. Chances are that the product is either over-saturated on the Internet, devalued over time or its contents did not survive the test of time.

- ✓ **Old Resale rights products are products that are over two years old**

Make sure that the product is freshly made this year or just the year before when sourcing for products with Resell Rights.

- ✓ **Resell Rights membership sites**

Membership sites offer products such as eBooks, software, templates, and audio/video with Resell Rights. A good way to source for quality products with great demand is to purchase a yearly (or even lifetime!) access to membership websites dedicated to resale rights.

- ✓ **What is your target market**

This can be your good chance as a super reseller to leverage on your own connections if the product author sells to customers that don't have really great marketing power. Joint Venture partner's efforts and more beat other resellers to earning from a worldwide audience!

- ✓ **Consider purchasing packages of products with Resell Rights only if you want to give them away as a bonus**

Bundle them into packages where you can add value and sell at a higher price. Buy these sorts of packages only if you want to give them as a bonus to another product you are selling.

- ✓ **Go for Resell Rights that have limited competition**

Or use your street smarts and business smarts to stay on the inside of every investment by networking with influential Internet Entrepreneurs so that they will update or include you in their coming product launches. As the saying in CNN news, "be the first to know"! If the product is rather new, you have a good chance of having a head start.

- ✓ **The Resell Right product's sales letter will work a lot better with some top marketer testimonials**

If the principal's sales letter doesn't have any testimonials, either you will have to collect them yourself (which can require effort and be time consuming) or simply source for other products that fit these criteria. It is obvious that a majority of sales letters for Resell Right products don't have testimonials, which is very risky on the part of the reseller.

NOTE Buying PLR without testimonials is ok.

- ✓ **Choose Resale Rights products that have attractive backend income potential**

Interestingly enough, in the first three years of the Resell Rights mania, products with Resell Rights were created with the aim to benefit mainly their authors. This will enable you to earn from the same customers. If possible, choose a product that allows you to earn recurring income from back-end sales.

- ✓ **Ensure you receive all the reseller tools you need to make your product the best it can be**

If the product author doesn't provide you the necessities or even the Reseller Materials Pack, you may as well source for other products as not having your Reseller Materials Pack often means more unnecessary work on your part. This is a compulsory responsibility of the product author to you if he wants to convey the Master/Basic Resell Rights to you. The Reseller Materials Pack should consist of the sales letter, images, thank you page, and maybe follow-up letters. The setting up work can be taxing thus defeats the purpose of becoming a reseller and the worst thing that could ever happen to you is preparing to fail by messing things up!

- ✓ **Check out the demand for the Resell Rights product you are going to resell**

It will be pointless to resell the product if there is no or hardly any demand on it on the Internet.

- ✓ **Check that the Resell Rights product has a money back guarantee.**

In case you discovered that the product is not for you or fail to make any sale in the first 90 days, you still have a chance to get your investment refunded. High-quality products usually have 90-day money back guarantee.

- ✓ **Ensure you read all the terms and conditions before buying resell rights to a product**

Here are a few things to look out for in the resell right terms and conditions:

1. What is the products minimum/maximum price cap?
2. Can the product be given away as a bonus to another product you are selling or for free?

3. Can the product be sold at auction sites such as eBay?
4. Can the product be sold in printed version?

By typing his or her name on the Google Search Engine you can conduct a quick background check on the product author's credibility

This is crucial it will be very difficult to resell products made by him or her as if the author has a bad reputation on the Internet.

✓ **Use search engines to look for products with Resell Rights**

Use these keywords when searching: "resell", "resale", "reprint", "private label", "give away", and "rebrand" all of these will product results for excellent resale rights products.

Contact the product authors about the possibility of selling you the rights to his product.

If the product is appealing to a niche market in demand, this is a great method especially if the author does not actively sell the rights to his product.

Also, learn how the product author deals with resellers who violate the Resell Rights terms and conditions. You may want to contact them.

This is equally important, as you shouldn't be interested in reselling his product, either if the product author has little or no interest in defending his resellers or even his own product from unscrupulous resellers.

By becoming a member at the Warrior Forum you can source for Resell Rights products at a special discount or offer.

<http://www.warriorforum.com/forum>

Quality products with Resell Rights can be found and obtained at a good bargain in the Warrior's Special Offer section. The forum is frequented by Internet Marketers, whom among some of them are experts and Top Internet Entrepreneurs. The Warrior forum is also an excellent place to acquire fantastic information on your chosen marketing field. Login and take a look, it's free!

Marketing Resell Rights Products

Here is advice and tips on how to market the products you own resell rights to. There are many ways to market and sell the products you won resell rights to, and as you may all ready know good marketing will translate into a good income:

- ✓ **Create an affiliate program for your Resale Rights product**

You want to use an affiliate program because no matter how hardworking you are, you efforts cannot match the marketing power of hundreds, maybe thousands of affiliates, marketing the product for you. If you're looking to open an affiliate program account, look no further than [PayDotCom](#).

- ✓ **Pay your affiliates 40% to 75% of your digital product price for every copy sold**

There is no cost involved in delivering the products to your customers. Secondly, the big commissions are attractive to your affiliates thus encourages them to promote the product on for you. Hence you don't mind paying them this much for commissions as you earn almost a clean profit from selling digital products on the Internet.

- ✓ **Always include a sign up link for your affiliate program on your website.**

You can convert some of your prospects to become your affiliates however no matter how good your sales letter may be, a big number of your prospects won't buy from you for various reasons.

- ✓ **Submit your affiliate program to affiliate program directories**

You can easily recruit affiliates by submitting your affiliate programs to web sites dedicated to affiliate marketing. Affiliate program directories such as <http://www.associateprograms.com/> and <http://www.refer-it.com/> are good places where your would-be affiliates look for good affiliate programs to join.

✓ **Give you affiliates all the marketing tools they need to promote your products**

Your affiliates can use these marketing materials as their own as they will be selling on your part. You can easily extract all these materials from your Reseller Materials Pack. Try to provide your affiliate with as much reseller material as you possibly can. More is better!

✓ **Hold a JV contest for your affiliates**

This is a good chance to look out for super affiliates by encouraging and motivate your affiliates to work hard and produce results for you. Give away some excellent prizes for 1st, 2nd, and 3rd. but don't forget to give prizes for the first 10 to 15 places too. This helps promotion of not just the big guys, but the smaller marketers too.

✓ **Convert your prospects into affiliates**

If your prospective buyer doesn't want to be your customer. By posting on your blog, you can explain to your reader the importance of promotion, thus getting new blood onboard and further enhancing your affiliate promotions.

Joint Ventures

What exactly are Joint Ventures or "JVs"? Joint ventures are an awesome way to make money with a resell rights product you own the rights too.

This is how the big names in marketing make their fortunes! Basically, a joint venture is when you agree with someone to get him or her to promote your product in exchange for a commission for every sale they make. You can make a small fortune by simply sending an email to your customers.

- ✓ **Approach JV partners to propose a Joint Venture on selling the product with Resell Rights to their subscriber list.**

Usually, you might offer more commissions and slightly more sophisticated marketing materials (e.g. free report rebranded with their own name and a liberty to place a one-page ad) to your Joint Venture partners.

Write your template letters from a position of leverage when approaching a potential Joint Venture partner.

Make your potential Joint Venture partner feel that they are communicating with the right person. In other words, know your product well and treat it as your own even if you bought the rights to it from someone else.

Write your email to your potential Joint Venture partners asking for their permission to view your proposal. Send them your product to take a look at too. Also send them to your affiliate's page, where they can view your sales material, so they can use it to promote.

Don't forget to quickly introduce yourself at the start of your letter and build up a rapport with your future partners.

- ✓ **Reveal the details of your Joint Venture proposal**

Full details can range from about your product, how much you plan to pay your Joint Venture partner for every copy of your digital product sold, and how your partner can benefit

from this venture. If there is a sample of the product available, you can attach to the mail for your potential partner's review.

In your Joint Venture proposal, write more on benefiting your partner than about yourself or even your product for that matter.

If you potential joint venture partner finds you're just wasting his time on something, he will just reject your proposal. Remember, it's easier for him to say no! You are making the first approach to your potential partner. He, like many other Internet Business owners, may be very busy with his own commitments and projects so he will definitely like to know what is in for him.

Include a link where your potential Joint Venture partner can sign up for your affiliate program.

Be sure to equip your Joint Venture partner with the marketing materials necessary to promote the product on your behalf. If the marketing materials can't be installed into the affiliate program, follow-up with your Joint Venture partner after the sign up to give him the marketing materials.

NOTE You will do well to write the letters in a more personal tone even though you may have written a few proposal templates before sending them out

In terms of how you address your potential partners and their needs your email letters can change slightly.

✓ **Recruit as many Joint Venture partners as possible**

Joint Venture partners in their network of contacts increase your marketing power and sales. Remember, the power is in

the numbers and the marketer's mailing list. You might have to motivate them from time to time, too, because they are just as human as anyone else.

To summarize your letter and push your potential partner to take action NOW by signing up for your affiliate program, include at the bottom of your proposal letters P.S. (Post-scripts).

You won't mind helping a partner, who is going to help you succeed, would you? Remind your potential Joint Venture partner that should they have any questions, you will be glad to help.

Also, when discussing a mutual benefit arrangement with your potential Joint Venture partner, rather than the usual win-win situation that most people talk about stress on a win-win-win situation.

Your potential partner wins when he makes successful sales. His subscribers win when they purchase a quality product useful for their own purposes. YOU only win when both your Joint Venture partner and his subscribers win. Some potential partners are responsible blog publishers who care a lot for their subscribers so don't forget to include their subscribers into the win-win-win situation. Remember that their subscribers are also going to help make the whole venture a success. And also you as a product seller a lot of money along the way.

Viral Marketing

You can create a free report for viral marketing purposes and circulate it to your blog readers and mailing list.

Use the free report to up-sell your Resale Rights product. In the report, you provide free but useful information on a subject having to do with the product you are selling.

- ✓ **Allow your report to be rebranded by other people with their own affiliate links to create the viral effect**

The attractive part about your report is that they can also earn a commission for every copy of your resell right product sold, this will encourage other people to pass your free report around.

Thousands of people go to download eBooks daily so you should also submit your free report to eBook directories such as <http://www.jogena.com> .

And remember recommend your resell right product on sale as a solution when you write your free report for give away.

Your reader will be more likely to click on the link to the sales letter where he can learn more about your product and how it can solve his problems or benefit him. So don't put it in the form of an advertisement where possible.

- ✓ **Source for membership sites and forums to include your free report.**

Use your forum and memberships site contacts to allow guys to download your reports. You can also use this opportunity to tell the forum or members website owners, that this is a chance for them to earn commissions for every copy of your

product sold as a result of their members buying through the report in their member's area. More often, membership site owners appreciate quality contributions from others. In other words, you encourage membership site owners to be your affiliates as well as putting your free report in other people's membership sites for exposure at no expense. Sometimes website owners allow you to place your material on their member's websites for free. 'I know I do!'

By giving away your free report in exchange for subscribers you can also take part in give away campaigns.

You can count on other people to give your report away for you or become your affiliate (if such an offer is present in your free report). Because you get to give you're free report away and since it is architected to be viral in nature, when you your subscribers signup for your list, you always up-sell your product at a later time.

Writing Articles

Writing articles is an excellent way to drive traffic to your websites and get established as an expert in your field.

Here are some tips on writing articles:

- ✓ **Write your articles in 750 words or less**

Most article publishers prefer to choose an article not too short and not too long either for their reprinting purposes to share with their own base of subscribers.

- ✓ **Don't write your article like a sales page**

Article publishers tend to avoid sharing articles with their readers, chances of it getting rejected by article directories are high.

After you write your articles, submit them to article directories such as www.ezinearticles.com, www.goarticles.com, and www.articlecity.com.

To have this done right, your article must provide useful information and is of the same theme as the product you acquire to rights to resell. Include a short description of yourself and a link to your product's sales letter in your resource box. Interested e-zine publishers will take and reprint your article(s) in their own e-zines, giving you exposure and if done right, this method can generate targeted traffic to your sales letter via your resource box.

You can leverage your submission of articles with [Submit Your Article](#).

- ✓ **Write articles with helpful information but are related to the product you are selling**

For instance, if your target market is a writer, you can include the words "copywriting", "ghostwriting" and "writing" in every article. Your resource box should include a link to your product's sales letter thus drawing targeted prospects to your web page. Make an effort to include a few vital keywords in every article you write.

Tips on Using Blogs

Create a blog that channels to your product's sales letter.

The more relevant your web site is to your product, the more targeted your prospects are when you channel them to your sales letter through links and banner ads. Create web pages with content related to the product you are selling. This will improve your conversion rate as well. You can get a free blog account at www.Blogger.com or www.Wordpres.com.

✓ Post as often as you can in your blog

When you start posting at your blog for the first time, include a minimum of 20 to 30 posts to start with. Your posts can consist of short articles (150-300 words), news, and updates related to the Resell Rights product or the nature of the product. The minimum posting frequency should be once a week.

If you are using www.Blogger.com or www.Wordpress.com you can quickly build your blog's Google page ranking (PR), archive your posts on a daily basis and build internal links between your pages.

Make sure that all of your posts are keyword-rich and keyword-focused

The logic behind this is that it will be easy for people to search your blog via search engines. Secondly, if you are subscribed to Google AdSense, your Google ads are more focused and key word enhanced to ads on your blog.

If you don't have your own content to post on your blog, you can use other people's articles from article directories to post on your blog. This does cause a little duplicate content,

but if you are up-selling affiliate program, you can still make a lot of money from your subscribers using this technique.

You can use other people's articles from public article directories or other blogs to post on your blog as long as they have reprint rights and that you include their authors' resource box.

By recruiting other news posters to post relevant articles on your blog you can leverage your posting power on your blog.

In return, you can allow them to post a short advertisement under their articles or posts. If the news posters are sufficient to lift you off your posting work, you can focus on driving targeted traffic to the blog.

For free exposure post an advertisement of your product with Resell Rights at the top of your page or at the bottom of every post.

Submit your blog to feeds and RSS to sites such as www.newsgator.com, www.feedburner.com, www.feedster.com and www.bloglines.com.

You can create a feed that contains details about the products you offer and submit it to major RSS feed directories. RSS, or Really Simple Syndication, allows you to publish your content on other people's websites.

Tips on Using Forums

By participating in discussions and letting people know about your website in your signature. Forums are like online communities, and you should take advantage of these communities.

The warrior forum at <http://www.warriorforum.com/forum> is a great Internet marketing forum you should join.

✓ **Join forums where your future customers are posting**

While most forums are against blatant advertising in posts, you are usually allowed to post your advertisements in your signature file. This is where you can place a link to your Resell Right product's sales letter. You should participate in forums with the intention of helping forum members or exchange useful information.

You can easily search for forums where your prospects are through search engines such as Google and Yahoo.

Be sure to include these keywords in your search: "forum", "discussion board", and "newsgroup", "marketing Forums", Resale Forums and so on.

✓ **Post in an effort to help other forum members**

When you have something to offer, people are more likely to trust a person of credibility. This is a good chance to first prove your worth and credibility as an expert in your own field.

Avoid jumping forums if possible. You don't want to spread your attention far and wide. You need to focus.

If the forum is inactive or the forum has poor quality prospects leave the forum and start again until you find a good forum with good sales prospects.

You can PM (Private Message) potential partners in forums, if you are on the hunt for Joint Venture partners. This is a good technique to get people onboard.

However, do make a special mention of their name and their web site, if any, so that your message won't be classified as "spam". In other words target your partner directly.

✓ **Do not spam in forums!**

For some peculiar reasons, you will find people still do this everyday. Don't join them! Your marketing effort will be in vain, you might be banned from posting in the same forum in future and your reputation and credibility will be damaged for good, so simply do not do it!

Tips on Traffic Exchange Programs

Use the search engines to find traffic exchange programs which will benefit your websites and push you up the search engine rankings.

- ✓ **Most Traffic Exchange members are either webmasters or Internet Marketers**

Webmasters and Internet Marketers are only attracted to solutions related to their own field. If your Resell Rights product does not fall in either category, do not exchange traffic as this is a pointless exercise and will benefit your website at all. Look for good comparisons to exchange links and traffic with.

More Tips on Marketing

First of all, create a marketing plan.

Your marketing plan details what you want to do with your product, how and where you intend to sell it and who you want to sell it too.

Decide and study who your target market is. Also decide how you are going to reach to them (without spamming, of course).

In your mailing list announce and promote the product.

You can make your money grow within hours. The bigger and more responsive your subscriber list is, the more sales you can make.

Remember do not spam your list. Not only does it damage your credibility, you might also damage the reputation of the original product creator and in worse cases, your Resell

Rights license might be terminated and legal action can be taken against you. This is probably one of the Internet Marketer's biggest sins on the Internet.

You must go for an auto responder company, this is a must have for any marketer. [Aweber](#) is the marketers choice and a complete no brainer when it comes to emailing your list.

Be sure you have the budget to advertise a few times as like with any other advertisements, it takes time to get noticed. Buy advertising space in e-zines that are either related to the topic of your product or are dedicated to Resell Rights.

✓ **If you have more than one Resell Rights product**

Build a master page linking to all the mini-sites containing the sales letter for every product.

Be sure that the Master page has one theme. If your theme is about cooking, therefore all of your resell right products must be about cooking. This is very similar to an affiliate's tactic, but you get to earn 100% for every product sold

Include an advertisement or a recommendation to another product or service you either own or an affiliate. Edit your Thank You page include this.

Backend selling is a similar tactic that McDonald's crew members use to increase their sales with a few extra words: "Would you like to add some fries to your order?" Use it for yourself, too! You can earn more from the same customers provided they are useful and are what your customer needs or will need in the near future.

✓ **Request to rebrand the Resell Rights product with your affiliate links**

Business lives on repeat customers! Allowing your customers to brand your products will profit you in the long run, when your same customers buy another product or subscribe to a service as a result of your referral, allowing you to either earn commissions or recurring income from them again and again.

Marketing Methods You Should Avoid

There are good marketing methods that can make you a lot of money and there are bad ones, here are the BAD ones:

- ✓ **Stay away from buying guaranteed traffic, no matter how tempting they are**

These windows containing your web site will sit below the current window of an Internet surfer who is looking at another web site in his window above yours thus the window containing your web site is in a Pop-Under window. Your web site will then come into view when the surfer closes his current window because of its location, being under his current window that he's closing. Technically, you got the traffic you asked for. You might not even get one sale from this method though as, in the first place, the traffic is untargeted. Secondly, your web page is of little attention to the surfers. Quite simply, guaranteed traffic providers get you your traffic by popping up your web page in another window on other web sites. This is non targeted and quite simply a complete waste of time.

- ✓ **Don't waste your time on posting in safe lists**

Another poor marketing method you should refrain from using is Safelists.

Everyone's sending advertisements to each other but no one cares to read them! Basically, you send your advertisement emails to people you don't know, but are expecting to receive such mail from you because everybody who is on these lists knows that they will be receiving emails from the others on the list. And those who join these lists are willing to agree to this condition because they themselves would want to send out their own emails to the others on the list. Again these are non targeted wastes of time and effort.

✓ **Traffic Exchange programs will not work in your favor**

Members like you surf Traffic Exchange programs to earn credits so that others can visit their own site. This is because most of the Traffic Exchange members, like your self, are either webmasters or Internet Marketers. Very likely, no members of Traffic Exchange programs are in the mood to purchase anything through the web pages seen in Traffic Exchange programs.

Basics tips and techniques for resellers

- ✓ **If you have a flair for writing, you can edit the sales letter**

Nowadays, potential customers do take the trouble to do comparison-shopping before purchasing, especially if he is going to purchase a Resell Rights product. You can throw in more bonuses and incentives for your prospects to purchase from you.

- ✓ **Study your competitors who are selling the same Resell Rights product as you do**

Avoid the “herd mentality” where possible. Find out what MOST of them do to market the product. You might do well to do otherwise.

- ✓ **You can bundle a package of Resell Rights products and sell at an irresistible price**

Be sure that all of the products are of the same theme and are up-to-date (not more than 2 years old). Remember we talked about this earlier. The newer the content the better.

- ✓ **Add your own Thank You Note and an advertisement of your own into the Reseller Materials Pack**

Another viral method of spreading the good word of other products or services you sell or are an affiliate of is if the products you are selling have Master Resell Rights, allowing your customer to resell to others and keep all the profits.

- ✓ **Create a new digital product in YOUR name and package the Resell Rights product into your product to add more bonus value.**

This is possible because so long as their Resell Rights terms and conditions state so, most Resell Rights product authors allow you to package their products to others to make a great bonus.

- ✓ **Get to know the original product author**

He can be your best friend and dispense useful information to you not found in his product or update you on his next plans that might benefit or profit you. check out his blog and read his posts.

- ✓ **Remember that they are NOT “parcels” just to be sold to another person they are called “products”**

Products are to be used in full. This is a common mistake on the part of the resellers. Remember that reselling them is a means of income opportunity.

- ✓ **You are strongly advised to start with selling just ONE product, not a bundle of 50 products if you are just starting out,**

Give all you have on selling one product and profit from it first. You can slowly add products to your inventory later. Focus is important and crucial to your success.

- ✓ **Not all resellers do sell well even if they have a good product in their hands. Don't let the number of resellers selling the same product as you intimidate.**

If you are wondering what the 95% of other resellers either set up a sales page and hope someone comes by, market the product the wrong way, or do nothing with it. According to an informal survey, only less than 5% of them are making money with resale product! In my opinion these guys are doing something very wrong!

And there you have it; you now have the advice and knowledge needed to start your own Internet business by buying resell rights to someone else's product.

But I want to give you one more bit of advice before I move on to the next part of this eBook.

Selling Resell Rights

As I mentioned earlier in this eBook, selling resell rights can be even more profitable than setting up an online business buy buying resell rights.

Simply put, hundreds of thousands of people are looking to start their own online business and thousands and a large percentage of them will be trying to do it with Internet marketing. This is where you come in and offer them an opportunity to have their own online business, almost instantly!

And the best part is, you will actually be helping these people out a great deal. Sure, you can write an eBook and teach people how to create their own online business that will take a lot of hard work.

Or you can actually give them their first online business! It really is a win-win type of deal.

Ok, selling resell rights is a great way to make money and probably the easiest way to have your very own high-ticket product. But that's not the only reasons selling resell rights is a very profitable and great way to make money on the Internet.

1. You can leverage your marketing efforts on an army of resellers to sell your product to a wider audience, spreading your name and status at no expense on your part. If you convey Basic or Master Resell Rights to your product.
2. You can count on their customers to be YOUR customers as you can embed your product with your affiliate links. While your resellers get to keep all the profits from up-front sales.

3. To enjoy back-end profits from the same customers, you get to charge resellers customization fee if they want to rebrand certain parts of your product with their own affiliate links.
4. You have two appealing target markets: the niche market as you have already known, and the other – the resellers! This is an attractive back-end profit center for you as a Resell Rights product author upon the release of your product.
5. As they have invested some money into purchasing products with resell rights resellers are usually more motivated than affiliates. Thus you leverage your marketing efforts on a more quality group of marketers.

Here are a few reasons why becoming a resell rights author is not so great:

1. Creating your own quality product demands a great deal of time and expertise on your part, which you might or might not have.
2. Your resellers might not want to resell your product if your product is poor inequality. It can be hard to sell.
3. You need to be able to write a persuasive sales letter for you and your resellers to use.

If you don't have a flair for writing, you will do well to consider hiring a top-notch copywriter to get the task done for you. Writing a powerful sales letter (with a conversion rate of 1% or more) is not an easy task. This is crucial as once your resellers have your sales letter, you cannot do anything to change or improve the sales letter.

4. You need to create your Reseller Materials Pack such as advertisements, follow-up letters and images for your resellers to use.

Resellers aren't going to get started at all or they will do things the wrong way if you don't reduce your resellers' setting up task.

CREATING YOUR RESELL RIGHTS PRODUCT

Here is advice that is sure to help you along the way if you choose to create your own resell rights products:

As it is the best-selling digital format in the Internet marketplace, it is preferable that you choose writing an EBook to resell.

You can easily embed your eBook with your own affiliate links as well as for your resellers to earn backend profits.

- ✓ **As solutions to your customers who purchase your digital products, recommend products or services you own or you are an affiliate for in your digital product**

People buy digital products to gain useful information and look for solutions to solve their problems, benefit them, or even make them money. Where possible, don't paint them as advertisements as no one buys to read advertisements. This is where you can recommend further solutions that can help your customers to achieve their goals with fewer obstacles. For example, if you sell an information product on how to use auto responders effectively, you can recommend an auto responder service you either own or are an affiliate for in your product. Your customer won't mind and in fact, appreciate your recommendation, as probably he will soon need one to get started with.

- ✓ **Include affiliate links relevant to the topic of your digital product**

Since you will leverage your marketing efforts on an army of resellers, it won't be long until your name, status and affiliate links become viral, receiving exposure at no expense

on your part. Therefore, you can earn back-end income from your reseller's customers.

But be careful not too overshadow your digital product with too many affiliate links. As not only will your customers be disturbed by them, very likely no one is willing to resell your product, even if you told them that they can keep all the profits to themselves.

✓ **Meet the demand of your target market by producing quality information in your product.**

It is pointless to sell it in the first place if there is no demand for your product.

You can create your product with the help of your business associates or interview an expert in the subject if you have troubles creating your own digital product.

You can either reward your interviewee the Resell Rights to your product when it is completed or do this in a Joint Venture.

✓ **Price your product reasonably to generate sales**

Beware not to price your product too low or too high as it can be difficult for your resellers to resell.

As long as the products are complimentary to your primary product, you can add more value to your digital product, by including other people's products that you have the rights to resell or give away as a bonus in your product.

To receive more exposure and an expert status in a short time you can put your name into your product's title.

Since your resellers are reselling your product and cannot alter the contents of your product, you get to receive more

recognition in your field of expertise at no expense. For instance, your product can be entitled "Johns Oriental Cooking Secrets".

✓ **Create a backend income opportunity for your resellers**

In the early years of the Resell Right, products with Resell Rights were created only to benefit their authors. Things have changed today and resellers are now wiser in their choice of selling Resell Rights products. Give your resellers a chance to earn beyond the upfront sales.

Search for quality products or services under your topic with an affiliate program for you to join.

Assure your customer that the products or services you recommend are quality ones and are not there simply because they have an affiliate program. The aim of your product is to provide good solutions and helpful resources in effort of solving your customer's problems or benefiting him.

Creating A Resell Rights “Material Pack”

This will make your resellers lives easier, and make your resell rights package a lot more presentable, valuable and easier to use.

Include more than one sales letter for your buyers to use and change

This is so that your reseller will have more choices on using any sales letter suitable to him or mix and match.

- ✓ **Test the sales letter’s conversion rate before conveying the Resell Rights to your product**

Once the product and the Reseller Materials Packs delivered to your customer, you can’t change it anymore. Improve your sales letter until no further improvement can be made.

- ✓ **Include testimonials into your sales letter**

Your resellers are going to resell your product to their own network of contacts so equip them to the max in your sales letter and this also means gathering testimonials so that your resellers don’t have to. Most Resell Right product authors often overlook this aspect in the process of composing their sales letter. Remember that you are responsible for BOTH yourself and your resellers.

NOTE You don’t have to include testimonials, if you are selling private label resell rights.

- ✓ **Get testimonials from top names for your sales letter**

Your resellers can easily resell your product and keep all the profits to themselves on top of the fact that your will

prospective buyers will be more convinced of buying your product from you.

- ✓ **Create professional cover graphics for your digital products**

You have to provide a nice cover for your resellers, too. First impression really counts as a product creator.

If you would like to design a professional eCover yourself, go to <http://www.1clickcovers.com>

To get a professional eCover for your eBook you can talk to Dave at [Planet Divinity](#).

You can create a few different product covers and images for your resellers to choose from, remember individuality is also key to a good sale.

- ✓ **Write a series of follow-up letters for your resellers to include in their auto responders.**

Write at least 4 sales letters for resellers to follow up with their prospects who don't buy on first contact via auto responders. You could send a first, second, don't miss out and a final email stating how good the product is.

Your follow up letter need not be so long, around 500 words would do.

Remind your prospect about your product, how it can benefit him, how it can save him money, time and effort, or how it can make him money in your follow-up letter.

- ✓ **Create a sample copy of your main product with introductory chapters in it for your prospect's review and reseller's use.**

If your prospect is interested in finding out more or believes that your product has the solutions to his problems, you've got yourself a sale. There is a lot of truth in the adage "give and you shall receive". Your resellers will also appreciate it for easy use and convenience in marketing for themselves.

As a free gift for subscribing to your mailing list put in eBook directories you can use your sample product to give to potential Joint Venture partners for review, give to your resellers for their own promotion and affiliate recruiting purposes.

- ✓ **Insert more marketing materials such as solo ads, testimonial letters, and banners for your resellers to use**

So that they can concentrate solely on setting up their own Internet Business and do the marketing for you, you want to reduce as much work as possible for your resellers.

- ✓ **Go an extra mile for your reseller by creating a short reseller's guide to selling your product**

This will eliminate as much guesswork as possible on the part of your reseller thus setting up is easy as A to Z for him. In your guide, you show, step-by-step, on how to set up his Internet Business using the marketing materials found in the Reseller Materials Pack.

You can also consider giving your reseller a crash course in Internet Marketing in your reseller's guide.

Therefore, your reseller will provide the marketing on the right track without having to go through trial and error. Furthermore, because it is obvious that so much effort has been put into getting your resellers to start on the right track creating a reseller's guide makes your reseller more interested in reselling your product.

- ✓ **Describe how, by reselling your product in your reseller's guide, your resellers can earn back-end profits**

This is yet a profit center where you pitch in on how and what your resellers can do to earn back-end profits by selling more copies of your product.

In your Reseller Materials Pack You can also include a Thank You Note or an advertisement page what others can use.

Remember simplicity is the key to getting guys to resell your products. Provide as much material as you can to make your resell as easy as it possible could be. Remember, the more sales you have the more money you will make!

Marketing Your Resell Rights Product

For the most part you can only target Internet marketers, which by the way is a very profitable market! Other than this, selling resell rights is just like selling any other product online!

So incase you need to refresh your memory on how to market products across the Internet.

- ✓ **Endorse your product with Resell Rights to your mailing list**

You can earn your money within hours if you have a huge and responsive subscriber base. Your results can be almost instantaneous. Simply send an email and watch the profits roll in.

- ✓ **You can approach marketers who specialize in selling ONLY products with Resell Rights**

You can sell the Master Resell Rights to your product to marketers on the Warrior forum for example at 5 to 10 times the price of your Basic Resell Rights or your product. In turn these guys can convert at 10 times the amount they have paid. It's a win win situation.

Other resellers can use your product and resell. You can also approach Resell Rights membership site owners to put your product in their paid member's area.

A good method of building an army of resellers in a shorter time span is this. You can either offer your product at a discount for a limited time, or throw in exclusive bonuses to go with your product. This will much increase sales and product conversion rates.

Ways To Sell Resell Rights without Creating Your Own Products

What happens if you don't have the time, effort and money required to create your own product but you still want to sell resell rights? Let's face it; creating a good product from scratch can take a lot of work, effort, time and even money. So, is it even possible?

There are several ways you can get your hands on products you can sell resale rights to. Some are more expensive than others, and some do require you to put in a bit of work. (But still nowhere near as much as creating a product from scratch).

What are your options and choices?

Option 1: Hire a ghostwriter

Hiring a ghostwriter can be quite expensive, anywhere from \$300 to tens of thousands of dollars. However hiring a ghostwriter is something many people do when they don't have the time to write their own book / create their own product. Obviously the product price reflects the quality of the eBook. A \$300 eBook is hardly going to be the best written and most informative eBook you will ever read is it.

One of the best places to find a ghostwriter is <http://www.elance.com/> you will find most of the best writers here, only be careful, it can be a little problematic, so check the author feedback.

The price depends on the subject you want your writer to write on too, the length of the book itself and the amount of research that the writer is required to do in order to satisfy you. However despite the rumors going around a ghostwriter can be had for as little as \$300 for an eBook no longer than around 7000 words.

Doing a bit of research yourself and have a clear outline of what you want the finished product to look like, what you want included and in what order you want it to be written is one of the best ways to save money when hiring a ghostwriter to create your product.

You also need a sales letter and graphics, remember, hiring a ghostwriter is only one part of the product creation process. You can do both but I would not suggest doing it your self unless you can create a good sales letter and create good graphics.

At <http://www.1clickcovers.com> there is a great graphics design package available which allows almost anyone to create his or her own professional graphics in little time.

You do have to invest a bit of money and do a little bit of work yourself. But hiring a ghostwriter will save you A LOT of effort and even time.

Option 2: Purchase an online business from another marketer with an established traffic record

This is also an option that requires some start up money (at least \$500).

Either because they are not marketed properly, or the owner quit before they got a chance to start marketing etc there are actually hundreds if not thousands of great products on the Internet that barely make any money for their creator. You could be lucky and get one cheap with a lot of potential.

You can do several things to find a complete online business you can buy. You can go to:

<http://www.bizbuysell.com/>

And search thought their Internet business category. If you don't find anything under \$1,000 don't be discouraged keep looking, also try the warrior forum too:

<http://www.warriorforum.com/forum>

You can also post a wanted thread announcing to people you are looking to buy a mini site complete with sales letter, graphics and product. There are sometimes businesses for sale. You will likely get more than one offer for a new business.

Option 3: Buy Private Label Rights to someone else's product

If you are looking to save a lot of time this is a very good option.

There are actually several different ways you can do this. You can either buy private label rights that are available to everybody, or ones that only you will have. Let's start with the cheaper version.

PLR rights are available in packages, by themselves, with some restrictions and some with absolutely no restrictions. There are many people on the Internet selling private label rights to their products.

You can check out [Private Label Planet](#) membership site, which gives you some cool private label rights products per month. Basically, there are a lot of PLR products to choose from.

Also, you can one again go to the special offer section on the warrior forum to find many different private label rights products available for sale.

NOTE Be sure to check the terms and conditions of the Private Label Rights you are buying and make sure you are allowed to sell resell rights and master resell rights.

Now, let's talk about the expensive way of buying PLR rights to someone else's product. Simply put, this is all about buying private label rights to a product that private label rights aren't being sold to.

You can't just simply approach anyone and ask to buy private label rights to their product. However the way to do this is to approach online business owners that are already selling a product they have created.

So don't offer them a few hundred dollars for the PLR rights to their product, you won't even get a reply from a big name Internet marketer! You should be looking for websites that might not be making a lot of money for their owners. This is kind of like buying some one else's online business.

Option 4: Buy master resell rights to someone else's product.

You will find a whole bunch of different master resell rights products if you just type in "resell rights", "master resell rights", "resale rights" in Google.

Once again, make sure the product is relatively new to the market and be sure to check the terms and conditions which are provided in the sales letter or terms page.

So if you want to sell resell rights but don't want to create your own products those were the main 4 options you have. Take another look at them and find the one which suits your needs best.

Final Words

Just like I Mentioned in the start of this eBook, resell rights are simply fantastic! There is a lot of money to be made with resell rights, and it is actually not that hard to start making it whether you are looking to buy resell rights to start your own online business ASAP, or sell a resell rights product!

Let's have a quick recap of why you absolutely SHOULD look into making money with resell rights:

For resellers:

1. Things are usually taken care for you after you buy the resell rights to a product. You don't have to create your own product, write your own sales letter or hire a graphic designer to do your graphics.
2. You keep 100% of the profit after every sale you make. This is better than being an affiliate because affiliates get paid a commission, or only part of every sale they make.
3. The absolute fastest way to start your very own online business (you can be up and running in under 24 hours) is by buying resell rights to someone else's product
4. Can you imagine going from zero online businesses to 20 in a day? You can buy as many resell rights products as you want and set up as many businesses as you like, all with lightning speed! It's quite possible if you buy resell rights!

For resell rights sellers:

1. And there are thousands of people that are interested in buying resell rights to start their own online business PLUS a lot of the people that buy resell rights buy them to more than one product at a time! Resell rights are extremely HOT, especially good quality products.
2. Creating your own eBook and selling it to the end user can bring in 50 bucks a sale. Selling resale rights gives you the ability to have a high-ticket item. If you start selling resell or private label rights to that very eBook. Depending on the money making potential of the product you are selling you can get \$97, \$147 or even \$1,000 per sale.
3. There are a whole bunch of different ways you can start selling resell rights without creating your own products. You don't need to create your own products in order to start selling resell rights.
4. Instead of teaching them how to do something, you will actually be giving people a business they can make money with! Which means you will be helping out your customers' great deal.

And there you go, both selling and buying resell rights is a very profitable and worthwhile thing to do! I have many many articles and reports which are private label, I suggest you do the same.

Thank you for reading and good luck in your future resale rights ventures. Drop me a post at www.planetsmsblog.com

John Thornhill