

## **“Resell Rights 101”**

The Smartest And Fastest Way  
To Profit From Resell Rights!

By James Williams  
[www.DigitalDollars101.com](http://www.DigitalDollars101.com)

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## INTRODUCTION

To put it as plain and simple as possible, resell rights are AWESOME! They are one of the best things to ever happen to internet marketing and thousands of people have made a fortune or at least a good living from resell rights.

There are two basic ways to make money with resell rights:

- You can either buy resell rights to someone else's product which will give you the right to sell it and keep 100% of the profits.
- Or, you can sell resell rights to other people who want to have rights to sell a product and keep 100% of the profits.

And that is the two basic ways you can make money with resell rights. So what's so awesome about that?

First of all, if you have no time to create your own products, no experience, you are lazy or you simply want to get started with making money on the internet as soon as humanly possible. You can simply buy resell rights to a product (which will usually come with an already made sales letter and graphics). You then upload the product to the internet and BAM! You've got your own online business!

Basically, buying resell rights allows a person to start their own online business in under a day... In fact, it can take as little as an hour!

Ok, so with resell rights one can start an online business almost instantly. But that is just one of the many reasons resell rights are so awesome.

I've covered making money by buying resell rights, but what about selling them?

Believe it or not, selling resell rights can be even more profitable than buying them! Here's why...

First of all, because resell rights are the absolute easiest and fastest way to start an online business, A LOT of people are buying resell rights. In fact, most people that buy resell rights usually buy resell rights to more than one product.

And why not?

Instead of buying resell rights to just one product and setting up one online business, why not buy a whole bunch and set up a lot of businesses? And that is exactly what a lot of people that buy resell rights do.

Ok, so resell rights are HOT and a lot of people are looking to buy them. So that's one reason to start selling resell rights.

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

You can sell resell rights for anywhere from just \$10 to over \$1,000! So it allows you to have a high priced item that is actually a hot seller.

And that is a great way to make a lot of money. All the big names in Internet Marketing make big bucks selling high ticket items; \$97 e-books, \$197 software and even \$997 DVD courses. And unless you are already an expert you probably don't have the experience and knowledge to create such high priced products.

But with resell rights you can!

Because when you sell resell rights, you are not selling an e-book or course. You are not teaching people how to do something, no, what you are doing is actually selling a business that people can actually start making money with!

And in most cases, giving somebody a business they can actually make money with is a lot more valuable than simply telling them how to create it themselves. Plus, it's a hell of a lot more appealing as well ☺

Ok, I'll stop now because I could go on for another 50 pages telling you why resell rights are an awesome way to make money. Now let's get started by looking at the different types of resell rights available for sale...

## **The Different Types Of Resell Rights**

As you may already know, there are many different kinds of resell rights that you can buy or sell.

Here are the main kinds:

- **Resell Rights.**

Gives the right to resell a product: This can apply to both physical and digital products. Where digital product is concerned, you resell the product and keep 100% of the profits without losing the enjoyment of the same product as digital products are duplicable in nature.

- **Basic Resell Rights.**

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

- **Master Resell Rights.**

You have the right to resell the product as well as the Basic Resell Rights to your customers. Your customers can in turn resell the same book to their customers. The Master Resell Rights can either be bundled together with the purchase of the product or purchased separately from the product.

- **Private Label Rights.**

This is the grand daddy of all resell rights! Buying Private Label Rights usually give 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.

- **Give Away Rights.**

You can give the product away for free. In most cases, however, you cannot resell and/or edit it.

- **Royalty Rights.**

You have to pay the original product author or franchisor a percentage of every sales made by you. This right normally applies to physical products. McDonald's and books found in bookstores are very good examples that demonstrate this right.

## **Becoming A Reseller**

The first part of this guide will be all about becoming a reseller and helpful advice on where to buy resell rights and how to make sure you get your monies worth.

As you may have guessed, a reseller is someone that buys resell rights to other people's products and sells them to keep 100% of the profit.

And here are the main reason being a reseller is great:

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

This process has been done for you by the original product author. Therefore, 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. Thus, you only have to set up your Internet Business using the Reseller Materials Pack provided by the product author and market your Internet Business.

- **You keep 100% of the profit after every sale you make.**

This is probably the second biggest benefit of being a reseller, as a reseller, 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.

- **You can use, and in some cases 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.

- **Earn residual income.**

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

- **Resellers are usually more motivated than affiliates.**

Normally, resellers have invested some money into purchasing products with Resell Rights. This factor motivates resellers to market with effort. 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.

But of course, there are also some **minor negatives** to becoming a reseller, here they are:

- **You have to invest some money to become a reseller.**

Some risk can be involved here since you will be forking out some money. Unlike affiliate programs, you don't have to pay anything to join one. Not so with the case of being a reseller. Since the reward is getting to keep all the profits from up-front sales of the product, you will have to start with taking some risks. However, this should not be a problem 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, you could ask for a refund.

- **You have to pay customization fees to have the product rebranded with your own affiliate links.**

Customization fees can be costly on the part of the reseller.

- **You could be competing with many other resellers who are selling the same product.**

The likelihood of this happening is very high. Although the Internet receives an average of 11.6 million new Internet Users a month, product saturation can happen in the space of 2 years. 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, your Resell Rights business can be badly affected.

- **You will need to have your own web hosting and domain name.**

This can result in paying monthly fees if you haven't got your own domain name and web hosting yet.

- **It can be difficult to find a quality Resell Rights product.**

You cannot just look at the quality aspect of the information product when sourcing for products with Resell Rights. You have to also find out if there is any back-end income opportunity available in the product and how well the affiliate links are embedded within. You will do well to contact the product author by phone or mail on finding out what back-end income opportunity you can get from reselling his product.

Ok, now that I've covered all of the pros and cons of becoming a reseller. 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 under 24 hours!

Here it is:

## **The Step-By-Step Plan For Setting Up Your Very Own Online Business In Under 24 hours!**

**NOTE:** This plan is a basic plan to set up your business as fast as possible by buying resell rights to a product and making money by selling it. 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.

Let's get started...

**Step 1:** Get a payment processor to accept online payments.

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

The best and most popular online payment processor is Pay Pal. Pay Pal enables you to accept credit card payments as well as e-checks and Pay Pal transfers directly to your Pay Pal account.

You can sign up for Pay Pal for free [at http://www.paypal.com](http://www.paypal.com) this will only take a few minutes!

Other good online payment processors are:

<http://www.ClickBank.net>  
<http://www.stormpay.com>  
<http://www.2checkout.com>

**Step 2:** Get web hosting and domain name.

You need web hosting in order to upload your website to the internet. 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. Go to Mr. Net to get cheap and affordable hosting at... <http://www.shareasale.com/r>.

You need a domain name to have a small and professional web address that people can easily remember and visit your site any time they like.

A domain name looks like this: [www.yourname.com](http://www.yourname.com) and usually ends in .com , .net , .org , .tv

Go to <http://www.godaddy.com> to register your domain name for under \$10 per year!

**Step 3: Buy Resell rights!**

You will get more info on what to look for in resell rights later on in this e-book. As for places to find good resell right products to buy, you can go to:

<http://www.warriorforum.com/forum> - go to the warrior special offer section to choose from many available products you can buy resell rights to.

<http://www.DigitalDollars101.com> – you can get Private Label Rights to loads of great products at once on this website...it's not expensive and the value is terrific.

<http://www.DigitalDollars101.com> – this is a membership site that gives you Private Label Rights to 2 different products per month. The only downside is these products don't come with graphics or already made mini sites.

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

**Step 4: Upload the product to the internet.**

Once you get your hands on resell rights to a product you want to sell. The next step is to upload it to the internet and set up the payment processor.

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

Uploading a website is very easy, but if you have trouble there are hundreds of people that can do it for you. You can either go to the warrior forum and pay someone to do it for you or ask one of your friends... either way, you can easily find someone to do it for you (for a small price, or even for free)

**Step 5: Start PPC advertising!**

This e-book covers many different ways you can drive traffic to your website. But the absolute fastest and easiest way to start driving high quality, targeted traffic to your website is to start with Pay Per Click advertising!

Here is why PPC advertising is the fastest, easiest and in some cases the most profitable way to start advertising your website:

- PPC advertising allows you to start driving highly targeted traffic almost instantly. All you have to do is open up an Overture or Adwords account, select your key words and you'll be getting traffic within a few minutes.
- With PPC advertising, you only pay every time someone clicks on your ad and actually visits your website.
- PPC advertising is highly targeted, because you choose who sees your ad. This is done by selecting key words that are related to your topic. Your ad will show up only when someone actually searches for a key word you have chosen.

So what do you need to do to start PPC advertising?

Just go <http://www.adwords.google.com> or <http://www.ask.com> to sign up and start advertising.

**And that's it!**

## **Making Money As A Reseller**

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

When you buy resell rights to a product you can:

- **Build an opt-in list.**

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

- **Add Resell Rights products regularly to your e-zine.**

Adding products with Resell Rights of the similar theme to your e-zine can encourage your readers to look forward to every of your e-mail messages.

- **Increase your web site traffic.**

Offering Resell Rights products with Give Away rights in your membership site, give away campaign or blog will draw targeted traffic by the masses.

- **Create an infinite amount of keyword specific doorway pages using the E-books, software, audio, and video with Resell Rights.**

Point these pages to your main site and see your traffic explode!

- **Earn 100% from up-front sales of the Resell Rights products.**

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

- **Earn extra money from back-end sales from the same Resell Rights products sold to the same customers.**

This can be possibly done by getting the product customized by its original author to have your affiliate links embedded to other affiliate programs, preferably 2-tier or more.

- **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 on your sales letter.**

Throwing in 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.

- **Add value or surprise bonuses in your Thank You page.**

This is a good tactic to build trust, rapport and credibility 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!

- **Use products with Resell Rights in your after-sale follow-up messages to bring repeat customers to your Internet Business.**

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

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

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. 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 by sourcing and purchasing them ala carte.

- **Create your own free or paid membership website.**

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. You can build your own, too, with the context that you can save your customer time, effort and money sourcing and purchasing them ala carte. 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.

## **Where To Find Resell Rights Products**

As popular as resell rights are, it is actually not always that easy to find them. Especially resell rights to good high quality products, that you can make some good money with.

- **Exclusive Resell Rights membership sites.**

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. These membership sites offer products such as E-books, software, templates, and audio/video with Resell Rights.

- **Look for Resell Rights membership sites, which its webmaster regularly sources for such products.**

Preferably either the webmaster does his homework often or he has a good connection with other product creators that he usually has the product before the launch day, if not one of the first to get it. 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.

Also, if you would like to get tons of great Resell Rights and Private Label Rights products all at once, go to: <http://www.dDigitalDollars101.com>

- **Don't purchase a product with Resell Rights if the product is outdated.**

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. (Especially true if the product contains a lot of time-sensitive information).

- **Avoid buying packages of resell rights products that sell for only \$27 or \$47.**

In most cases, the bundled packages are really worth just that amount. 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.

- **Consider purchasing "\$47 only" packaged products with Resell Rights only if you want to give them away for free.**

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

- **The definition of old in Resell Rights business is “more than 2 years old”**

In other words, when sourcing for products with Resell Rights, make sure that the product is freshly made this year or just the year before.

- **Choose quality products with Resell Rights that have limited competition.**

If the product is rather new, you have a good chance of having a head-start. Or use your streets 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”!

- **What kind of people are the resell rights being sold to?**

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

- **Choose quality products with Resell Rights that have attractive back-end income opportunity.**

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. 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.

- **Be sure that the Resell Rights product has a persuasive sales letter.**

If the sales letter is not convincing, it won't sell no matter how good the product is. The best litmus test is to read the sales letter yourself. If it doesn't persuade you, it won't persuade your customers, either.

- **The Resell Right product's sales letter must have quality testimonials or endorsements.**

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. If the principal's sales letter doesn't have any endorsements, either you will have to collect them yourself (which can be effort and time consuming) or simply source for other products that fit this criteria.

NOTE: If you are buying Private Label Rights, having no testimonial is ok.

- **Be sure that the original product author equips you well with the Reseller Materials Pack.**

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. 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. 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!

- **Study if there is a demand for the Resell Rights product you are contemplating to choose to resell.**

If there is no or hardly any demand on it on the Internet, it will be pointless to resell it.

- **Make sure to 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:

- What is the minimum/maximum price cap for the product?
- Can the product be given away for free or as a bonus to another product you are selling?
- Can the product be sold at auction sites such as eBay?

- Can the product be sold in printed version?

Conduct a quick background check on the product author's credibility by typing his or her name on the Google Search Engine.

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

**Be sure that the Resell Rights product has a money back guarantee policy...**unless it is a Private Label Rights product.

High-quality products usually have 90-day 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.

- **Use the search engines to look for products with Resell Rights.**

Use these keywords when searching: “resell”, “resale”, “reprint”, “private label”, “give away”, and “rebrand”

Contact the product authors by mail or phone and ask if he is willing to talk about the possibility of selling you the rights to his product.

This is a great method especially if the author does not actively sell the rights to his product and that the product is appealing to a niche market in demand.

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

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

You can source for Resell Rights products at a special discount or offer by becoming a member at the Warrior's Forum at:

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

The forum is frequented by Internet Marketers, whom among some of them are experts and Top Internet Entrepreneurs. Quality products with Resell Rights can be found and obtained at a good bargain in the Warrior's Special Offer section.

### **Marketing Resell Rights Products**

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. Here is advice and tips on how to market the products you own resell rights to:

- **Create an affiliate program for your acquired Resell Rights product.**

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

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

You don't mind paying them this much for commissions as you earn almost a clean profit from selling digital products on the Internet. For one, 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.

- **If the product with Resell Rights that you acquired is a high-ticket item (\$97 and above)...**

...You will do well to consider making your affiliate program two-tier. This way, you make it possible for your affiliates to also earn commissions for every other affiliate they refer to your affiliate program thus encouraging your affiliates to work hard for you.

- **At the bottom of your sales letter, include a link to sign up for your affiliate program.**

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

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

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. You can easily recruit affiliates by submitting your affiliate programs to web sites dedicated to affiliate marketing.

- **You can pay to advertise your affiliate program in affiliate-related e-zines and web sites.**

This is a great way of recruiting affiliates.

- **Hold a contest for your affiliates.**

This will encourage and motivate your affiliates to work hard and produce results for you. This is a good chance to look out for super affiliates.

- **Reduce your affiliates' work by giving them all the marketing materials they need such as endorsement letters, banners, and solo ads.**

You can easily extract all these materials from your Reseller Materials Pack. Your affiliates can use these marketing materials as their own as they will be selling on your part.

- **Convert your follow-up prospects into affiliates.**

If you have a follow-up e-zine for your product with Resell Rights, you can write and send the last letter to your prospects two weeks after the second last letter was sent out of your auto responder to convince your prospect to be your affiliate. If your prospect doesn't want to be your customer, you can convert him into becoming your affiliate.

- **Joint Ventures.**

Joint ventures are an awesome way to make money with a resell rights product you own rights to. What exactly are Joint Ventures or “JV’s”?

Basically, a joint venture is when you agree with someone to get them to promote your product in exchange for a commission for every sale they make...this is how the big names in marketing make their fortunes!

- **Approach e-zine publishers 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.

When approaching a potential Joint Venture partner, write your template letters from a position of leverage.

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

Write the first letter to your potential Joint Venture partners asking for their permission to view your proposal.

Don't enclose any further details until you get their permission. The point is that you don't want your potential partner to have the license to say “no” just yet – not until he is really interested in listening to your offer.

To assure your potential Joint Venture partner that you are not spamming their mailbox, make a special of their name, their e-zine name, and their URL.

Don't forget to quickly introduce yourself at the start of your letter.

- **Reveal the full details of your Joint Venture proposal in the second letter only.**

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.

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. If he finds you're just wasting his time on something not worth his time, he will just reject your proposal. Remember, it's easier for him to say no!

And In the second proposal letter, 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: While you may have written a few proposal templates before sending them out, you will do well to write the letters in a more personal tone.

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

- **Recruit as many Joint Venture partners as you can.**

The power is in the numbers. You might have to motivate them from time to time, too, because they are just as human as anyone else. You can make your affiliate program 2-tier to encourage your Joint Venture partners to refer other Joint Venture partners in their network of contacts thus increase your marketing power manifold.

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

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

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

Some potential partners are responsible e-zine publishers who cares 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. 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.

- **Viral Marketing.**

You can create a free report for viral marketing purposes and circulate it in your network or mailing list.

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

- **Enable your free report to be rebranded by other people with their own affiliate links.**

This will encourage other people to pass your free report around because the attractive part about your report is that they can also earn a commission for every copies of your resell right product sold.

You should also Submit your free report to E-book directories such as: <http://www.jogena.com/> where thousands of people go to download E-books daily.

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

Don't put it in the form of an advertisement where possible. This is because by recommending your resell right product as a solution to your reader, he 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.

- **Source for friendly membership sites and ask their webmasters' permission to include your free report in the member's area.**

You can also use this opportunity to tell them 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. 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. More often, membership site owners appreciate quality contributions from others.

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

One, you get to give your free report away and since it is architected to be viral in nature, you can count on other people to give your report away or become your affiliate (if such an offer is present in your free report). When you earn your subscribers, you can include them in your e-zine or mailing list to endorse your product with Resell Rights at a later time.

- **Writing Articles.**

Writing articles is a great way to drive traffic to your website, get established as an expert in your field and get your name out to thousands of people which will establish credibility.

Here are some tips on writing articles:

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

Make an effort to include a few vital keywords in every article you write. For instance, if your target market is writers, 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.

- **Don't write your article like a sales letter.**

Not only the chances of it getting rejected by article directories are high, e-zine publishers tend to avoid sharing your articles with their readers.

After you write your articles, submit them to article directories such as [ezinearticles.com](http://ezinearticles.com), [goarticles.com](http://goarticles.com), and [articlecity.com](http://articlecity.com).

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. 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.

You can leverage your submission of articles to many e-zine publishers with Article Marketer.

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

Most e-zine 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.

- **Tips on Using Blogs.**

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

Create web pages with content related to the product you are selling. 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. This will improve your conversion rate as well. You can get a free blog account at Blogger.com.

- **Be sure to Post as often as you can in your blog.**

The minimum posting frequency should be once a week. 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.

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

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, too.

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.

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

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

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

Submit your blog to feeds and RSS to sites such as [www.newsgator.com](http://www.newsgator.com), [www.feedburner.com](http://www.feedburner.com), [www.feedster.com](http://www.feedster.com) and [www.bloglines.com](http://www.bloglines.com).

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

- **Tips on Using Forums**

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

A great internet marketing forum you should join is the warrior forum at: <http://www.warriorforum.com/forum>

**Participate in forums where your prospects are.**

You should participate in forums with the intention of helping forum members or exchange useful information. 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 can easily search for forums where your prospects are through search engines.

Be sure to include these keywords in your search: “forum”, “discussion board”, and “newsgroup”.

- **If there is a section in the forum dedicated to articles, post your article in effort to help other forum members.**

This is a good chance to first prove your worth and credibility. Furthermore, when you have something to offer, people are more likely to trust a person of credibility.

When starting out, actively participate in a maximum of two forums only.

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

And leave the forum only if the forum is inactive or the forum has poor quality prospects.

Also, if you are on the hunt for Joint Venture partners, you can PM (Private Message) potential partners in forums.

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”.

- **Refrain from spamming in forums!**

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

- **Tips on Traffic Exchange Programs.**

Leverage your earning credits by downloading Crazy Browser at:  
<http://www.crazybrowser.com/download.htm>

This way, you can surf in as many Traffic Exchange programs as possible, allowing you to earn more credits at the same time.

In your campaign manager, give a free report for other Traffic Exchange members to download in exchange for subscribing them to your e-zine or mailing list.

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

If your Resell Rights product does not fall in either category, you should refrain from using Traffic Exchange programs as naturally, webmasters and Internet Marketers are only attracted to solutions related to their own field.

- **More Tips on Marketing.**

First, create a marketing plan...

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

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

Announce and promote the product in your mailing list.

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

And always refrain from spamming!

This is probably one of the Internet Marketer's biggest sins on the Internet. 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.

If you have the money to spare, you can go for paid e-zine advertising.

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

- **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.

This is very similar to an affiliate's tactic, but you get to earn 100% for every product sold. 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.

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

This is called back-end selling. You can earn more from the same customers provided they are useful and is what your customer needs or will need in the near future. This 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!

- **To earn more from the same customers, request to rebrand the Resell Rights product with your affiliate links.**

Normally, charges are incurred to do so. However, this 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. Business lives on repeat customers!

### **Marketing Methods You Should Avoid**

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

- **Don't waste your money and time on Free-For-All (FFA) pages in your pursuit of marketing your product.**

Firstly, nobody reads FFA pages now. Secondly, your link stays on the page for only a few minutes at most. Furthermore, FFAs are set up to benefit only its operators.

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

Quite simply, guaranteed traffic providers get your traffic by popping up your web page in another window on other web sites. 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. But you might not even get one sale from this method simply because the traffic is untargeted. Secondly, your web page is of little attention to the surfers.

- **Don't waste your time on posting in classified ads as there is rarely anyone reading them on the Internet.**

Safelists is also a poor marketing method you should refrain from using.

Basically, you send your advertisement e-mails 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 e-mails 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 e-mails to the others on the list. The result? Everyone's sending advertisements to each other but no one cares to read them!

- **Traffic Exchange programs will not work in your favor if you set your campaign URL to your Resell Rights product's sales letter.**

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

**Basic for resellers:**

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

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

- If you have a flair for writing, you can edit the principal's sales letter, a privilege that affiliates don't have.

You can throw in more bonuses and incentives for your prospects to purchase from you. 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 bundle a package of Resell Rights products and sell at a reasonable price.

Be sure that all of the products are up-to-date (not more than 2years old) and are of the same theme.

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

This is possible because most Resell Rights product authors allow you to package their products so long as their Resell Rights terms and conditions state so.

- You can add your own Thank You Note and an advertisement of your own into the Reseller Materials Pack...

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

- Get to know the original product author.

E-mail or call him. 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. Be an insider reseller!

- If you are just starting out, you are strongly advised to start with selling just ONE product, not a bundle of 50 products.

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

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

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

- Don't let the number of resellers selling the same product as you intimidate you because the truth is that not all resellers sell well even if they have a good product in their hands.

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

- If you discover any other resellers who are violating the Resell Rights terms and conditions, it is your duty as an ethical reseller to report to the original product author so that appropriate action can be taken in order to protect all honest resellers.

### **Summing it all up**

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 Before I move on to the next part of this e-book, I want to give you one more bit of advice...

Use PPC Advertising!

Pay Per Click advertising is the fastest and easiest way to start driving traffic to your website. And the best part is you only pay when someone clicks on your ad.

There are many great ways to start driving traffic to your website and getting sales, many of which have already been mentioned in this e-book. But the absolute easiest and fastest way to drive traffic to your website is to advertise with PPC.

Ok, now it's time to move on to the most exciting part of "Resell Right Profits"...

### **Selling Resell Rights**

As I said earlier in this e-book, selling resell rights can be even more profitable than buying resell rights and quickly setting up an online business.

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...and that 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 e-book and teach people how to create their own online business which 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...

- If you convey Basic or Master Resell Rights to your product, 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.
- While your resellers get to keep all the profits from up-front sales, you can count on their customers to be YOUR customers as you can embed your product with your affiliate links.
- You get to charge resellers customization fee if they want to re-brand certain parts of your product with their own affiliate links to enjoy back-end profits from the same customers.

This is an attractive back-end profit center for you as a Resell Rights product author as upon the release of your product, you have two appealing target markets: the niche market as you have already known, and the other – the resellers!

- Resellers are usually more motivated than affiliates as they have invested some money into purchasing products with resell rights.

Thus you're leverage your marketing efforts on a more quality group of marketers.

## **Reasons why becoming a resell rights author is not so great:**

- Creating your own quality product demands a great deal of time and expertise on your part which you might or might not have.

If your product is poor inequality, your resellers might not want to resell your product as it can be hard to sell.

- You need to be able to write a persuasive sales letter for you and your resellers to use.

Writing a powerful sales letter (with a conversion rate of 1% or more) is not an easy task. 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. This is crucial as once your resellers have your sales letter, they cannot do anything to change or improve the sales letter.

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

If you don't reduce your resellers' setting up task, either they won't get started at all or they will do things the wrong way.

## **CREATING YOUR RESELL RIGHTS PRODUCT**

If you choose to create your own resell rights products, here is advice that is sure to help you along the way...

It is preferable that you choose writing an E-book to resell. E-books are the best-selling digital format in the Internet marketplace.

You can easily embed your affiliate links or your resellers' link within your e-book to earn back-end profits.

- Recommend products or services you own or you are an affiliate for in your digital product as solutions to your customers who purchase your digital product.

Where possible, don't paint them as advertisements as no one buys to read advertisements. People buy digital products to gain useful information and look

for solutions to solve their problems, benefit them, or even make them money. 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, she'll most likely appreciate your recommendation and probably 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.

- **Produce quality information in your product that meets the demand of your target market.**

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

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

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

- **Price your product reasonably.**

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

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

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

For instance, your product can be entitled "John Doe's Oriental Cooking Secrets". 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.

- **Create a back-end income opportunity for your resellers.**

In the early years of the Resell Rights mania, 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.

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

**If you are creating an E-book**, set your paper size to "letter" size instead of A4 size, especially if your customers are mainly Americans.

### **Resell Rights Terms And Condition**

Convey Master Resell Rights to your product as a bonus for your customers so that they can resell and keep all the profits to themselves.

This will also encourage them to resell to THEIR customers and on and on. This is a perfect viral marketing method for you as a Resell Rights product author.

- To protect the quality of your product, set a minimum selling price for your product in your Resell Rights terms and conditions.

Setting a minimum selling price for your product will protect you, your product and your resellers from desperate resellers who are ready to sell your product at a very low price or auction it off at an auction site.

- In your Resell Rights Terms and Conditions, don't allow your resellers to resell your product on auction sites such as eBay.com.

You want to prevent desperate resellers from undercutting both you and other honest resellers in terms of pricing. Auction sites are known to be graveyard for Resell Rights products are devalued and cut down from their prime. Don't find your product there, especially not too soon!

- Be strict but reasonable in your Resell Rights terms and conditions.

Let your resellers know that while they can enjoy the income opportunity that comes with your product, they will also have to follow the rules listed in the terms and conditions for everyone to enjoy and appreciate.

Also, you must be serious about taking action against dishonest resellers who violate your Resell Rights terms and conditions. You have to protect the quality of your product and at the same time protect other resellers. Now, you know that this is a responsibility that also comes with being a Resell Rights product author!

- Allow your resellers to resell your product ONLY in electronic/digital version.

If your resellers' customer receives the printed version of the product, it will be impossible for the customer to resell it without losing it. Furthermore, if your product is conveyed with Master Resell Rights, your reseller's customer should also have the Master Resell Rights and an electronic copy of the product.

In your Resell Rights terms and conditions, remind your customers that they can resell your product and keep 100% of the money without having to pay you a single cent.

- State in your Resell Rights terms and conditions that your resellers are NOT allowed to use SPAM to resell your product.

State in your Resell Rights terms and conditions that your product is NOT to be give away for free.

There can be a few exceptions such as the product can be added to a membership site, given as a bonus to another product the reseller is selling, or bundled into a paid package. If your product is free for give away, it will defeat the purpose of having an income opportunity for your resellers that they may as well give your product away for free or you should convey give away rights instead of Master Resell Rights.

If you are selling your product with Master Resell Rights conveyed; state in your Resell Rights terms and conditions that your customers cannot resell the product and the Master Resell Rights separately as the rights already come as a bonus to your product.

The selling point here is that your customers don't need to purchase the rights separately from the product.

### **Creating A Resell Rights “Material Pack”**

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

**Include more than one sales letter** 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.

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

- Include testimonials into your sales letter.

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. 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.

NOTE: If you are selling private label resell rights, you don't have to include testimonials.

- Get endorsements from top names for your sales letter.

Not only will your prospects be more convinced of buying your product from you, your resellers can easily resell your product and keep all the profits to themselves.

- **Create a professional eCover and for your digital product.**

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

To get a professional eCover for your e-Book you can talk to Max Rylski at: <http://www.maxcovers.com> or if you would like to design a professional eCover yourself, go to: <http://www.1clickcovers.com>

You can create a few different product covers and images for your resellers to choose.

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

Write at least 4 to 8 letters for resellers to follow-up with their prospects who don't buy on first contact via auto responders.

Your follow-up letter need not be so long – around 750 words would do.

In your follow-up letter, you 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.

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

There is a lot of truth in the adage "give and you shall receive". 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. Your resellers will also appreciate it for easy use and convenience in marketing for themselves.

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, as a free gift for subscribing to your mailing list, and put in E-book directories.

- Insert more marketing materials such as solo ads, endorsement letters, and banners for your resellers to use.

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

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

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. 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.

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, creating a reseller's guide makes your reseller more interested in reselling your product because it is obvious that so much effort has been put into getting your resellers to start on the right track.

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

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.

You can include a Thank You Note or an advertisement in your Reseller Materials Pack.

### **How to Market Your Resell Rights Product**

Selling resell rights is just like selling any other product online in most cases. The only difference is that for the most part you can only target internet marketers... which by the way is a very profitable market!

So incase you need to refresh your memory on how to market stuff on the internet...

- Endorse your product with Resell Rights to your mailing list.

If you have a huge and responsive subscriber base, you can earn your money within hours. Your results can be almost instantaneous.

- You can approach webmasters who specialize in selling ONLY products with Resell Rights.

You can sell the Master Resell Rights to your product to these webmasters at 5 to 10 times the price of your Basic Resell Rights or your product.

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

Since you own your own Resell Rights product in your name, you can put your product for sale on Warrior's Special Offer section at:

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

You can either offer your product at a discount for a limited time, or throw in exclusive bonuses to go with your product. This is a good method of building an army of resellers in a shorter time span.

### **Ways To Sell Resell Rights If You Don't Want To Create Your Own Products**

Let's face it; creating a good product from scratch can take a lot of work, effort, time and even money. So 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? Is it even possible?

Yes it is and lucky for you, "Resell Right Profits" will teach you all the best ways you can start selling resell rights without having to create your own products.

There are several ways you can get your hands on products you can sell resell rights to. Some are more expensive than others, and some do require you to put in a bit of work (no where near as much as creating a product from scratch).

So what are your options?

**Option 1:** Hire a ghost writer.

Hiring a ghost writer is what many people do when they don't have the time to write their own book / create their own product. However, hiring a ghost writer can be quite expensive, anywhere from \$500 to tens of thousands of dollars.

One of the best places to find a ghost writer is by going to:

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

Now, despite the rumors going around a ghost writer can be had for as little as \$500 (for a book no longer than 100 pages). The price depends on the subject you want your writer to write on, the length of the book itself and the amount of research that the writer is required to do in order to satisfy you.

One of the best ways to save money when hiring a ghost writer to create your product is to do 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.

But remember, hiring a ghost writer is only one part of the product creation process. You also need a sales letter and graphics. Both can be done by you, but I would not suggest doing it your self unless you can create a good sales letter and create good graphics.

Luckily, there is a great graphics design package available at: <http://www.1clickcovers.com> which allows almost anyone to create their own professional graphics in little time.

Basically, hiring a ghost writer will save you A LOT of effort and even time. But, you do have to invest a bit of money and do a little bit of work yourself.

**Option 2:** Buy someone else's online business.

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

Believe it or not, there are hundreds if not thousands of great products on the internet that barely make any money for their creator. Mostly because they are not marketed properly, or the owner quit before they got a chance to start marketing etc.

To find a complete online business you can buy, you can do several things.

You can go to:

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

And search through their internet business category. Don't be discouraged if you don't find anything under \$1,000...there are other options ☺

You can also go to the warrior forum (this is an AWESOME resource) and see what is available there:

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

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

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

This is a very good option, especially if you are looking to save a lot of time.

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...

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

Basically, there are a lot of PLR products to choose from. You can check out nicheology's membership site, which gives you 2 private label rights products per month. The only downsides are they don't have graphics or web design and are usually on not so hot topics.

Also, you can once again check out the warrior forum and go to the special offer section 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.

The way to do this is to approach online business owners that are already selling a product they have created. Of course, you can't just approach anyone and ask to buy private label rights to their product.

So don't try approaching a big name internet marketed and offer them a few hundred dollars for the PLR rights to their product...you won't even get a reply!

This is kind of like buying someone else's online business, you should be looking for websites that might not be making a lot of money for their owners.

And of course, you can always check the amazing warrior forum and let people know that you are looking to buy exclusive PLR rights to their products.

**Option 4:** Buy master resell rights to someone else's product. Just type in "resell rights", "master resell rights", "resale rights" in Google and you will find a whole bunch of different master resell rights products.

Once again, be sure to check the terms and conditions and make sure the product is relatively new to the market.

And those are the main 4 options you have if you want to sell resell rights but don't want to create your own products.

### **Final Words**

Just like I said in the start of this e-book, resell rights are simply AWESOME! And whether you are looking to buy resell rights to start your own online business right away, or sell resell rights products, there is a lot of money to be made with resell rights, and it is actually not that hard to start making it!

Before you go and get started on your resell rights business, let's have a quick recap of why you absolutely SHOULD look into making money with resell rights.

#### **For resellers:**

- You don't have to create your own product, write your own sales letter or hire a graphic designer to do your graphics. Those things are usually taken care for you after you buy the resell rights to a product.
- 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.
- Buying resell rights to someone else's product is the absolute fastest way to start your very own online business (you can be up and running in under 24 hours)
- You can buy as many resell rights as you want and set up as many businesses as you like, all with lightning speed! Can you imagine going from zero online businesses to 20 in a day? Well it's quite possible if you buy resell rights!

#### **For resell rights sellers:**

- Resell rights are extremely HOT, especially to good quality products. 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!
- Selling resale rights gives you the ability to have a high ticket item. Creating your own e-book and selling it to the end user can bring in 50 bucks a sale. But if you start selling resell or private label rights to that same e-book you can get \$97, \$147 or even \$1,000 per sale depending on the money making potential of the product you are selling.
- You don't need to create your own products in order to start selling resell rights. There are a whole bunch of different ways you can start selling resell rights without creating your own products.
- And of course, you will be helping out your customers a great deal. Because instead of teaching them how to do something, you will actually be giving them a business they can make money with!

And there you go, both selling and buying resell rights is a very profitable and worth while thing to do!

So now it's time to get started, and this is exactly where this e-book must end.

Happy marketing, and may every success be yours.

*James*

<http://www.DigitalDollars101.com>

<http://www.WeGazette.com>

[jwpublico@aol.com](mailto:jwpublico@aol.com)

### **Additional Resources:**

#### **Autoresponder Services**

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

<http://www.sendfree.com>

<http://www.marketingtips.com/mailloop/>

<http://freeautobot.com>

<http://www.newbieclub.com/>  
<http://proautoresponder.com>

### **3<sup>rd</sup> Party Payment Processors**

<http://zzz.clickbank.net/>  
<https://www.paypal.com/>  
<http://www.2checkout.com>

### **Hosting Service – Free and Premium**

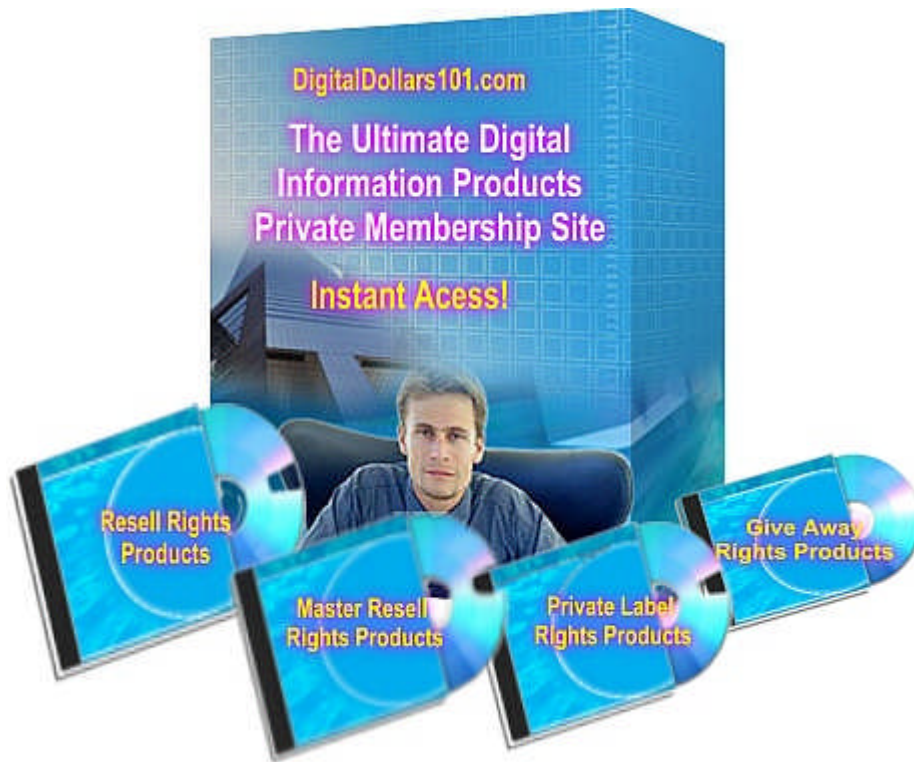
<http://www.shareasale.com/r.cfm?B=3707&U=83234&M=1303>

**Please See Next Page For Additional Bonus!**

## Additional Bonus

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