



## **The Big Book of Resell Rights Tips**

**A Collection of 215 Powerful, Profit-Pulling Resell Rights  
Tips Now At Your Disposal!**

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# **The Big Book of Resell Rights Tips**

**A Collection of 215 Powerful, Profit-Pulling Resell Rights  
Tips Now At Your Disposal!**

## 6 Common Terms in Resell Rights

**1) Resell (Resale) Rights.**

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.

**2) Basic Resell Rights.**

You have the right to resell the product but your customer does not have the right to resell it to another.

**3) 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. The Master Resell Rights can either be bundled together with the purchase of the product or purchased separately from the product.

**4) Private Label Rights.**

You are allowed to make limited to unlimited editing to specific or all parts of the product such as your own name, logo, advertisements, web site URL, and affiliate IDs.

**5) Give Away Rights.**

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

**6) 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.



# **Resell Rights Tips for Product Authors**

## 8 Resell Rights Author Pros and Cons

### 5 Resell Rights Author Pros

- 1) 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.
- 2) 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.
- 3) You get to charge resellers customization fee if they want to rebrand 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!

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

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

- 5) If you have your own responsive mailing list, you can make money within a short period of time (even a few hours).**

### **3 Resell Rights Author Cons**

- 1) 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.

- 2) 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 2-4% 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, you cannot do anything to change or improve the sales letter.

- 3) 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 aren't going to get started at all or they will do things the wrong way.

# 12 Tips on Creating Your Resell Rights Products

- 1) It is preferable that you choose writing an E-book to resell as it is the best-selling digital format in the Internet marketplace.**

You can easily embed your E-book with your own affiliate links as well as for your resellers to earn back-end profits.

- 2) Recommend products or services you own or 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, appreciate your recommendation as probably he will soon need one to get started with.

- 3) 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.

**4) 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.

**5) 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.

**6) 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.

**7) Price your product reasonably.**

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

**8) 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.**

**9) 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.

**10) 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.

**11) 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 him. Assure

your customer that the products or services you recommend are quality ones and are not there simply because they have an affiliate program.

**12) 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.**



# 10 Tips on Resell Rights Terms and Conditions

- 1) 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.

- 2) 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.

- 3) In your Resell Rights Terms and Conditions, don't allow your resellers to resell your product on auction sites such as [eBay.com](https://www.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!

**4) 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.

**5) 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!**

**6) Allow your resellers to resell your product ONLY in electronic/digital version.**

If your reseller's 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.

**7) 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.**

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

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

... except for a few exceptions such as can be added to a paid 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.

**10) 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.

# 16 Tips on Creating Your Reseller Material Packs

## **1) 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.

## **2) 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.

## **3) 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.

**4) 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.

**5) Create a professional cover 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.

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

**7) If you need software to do the angling and effects to create your product cover and image, I recommend [Project Storm Designer](#).**

Alternatively, you can hire a graphic designer to do the job for you (a good and affordable one that I recommend is at <http://www.photoshop-indepth.com/>) or do it yourself.

**8) 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.

**9) 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.

**10) 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.

**11) 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.**

**12) 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.

**13) 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.

**14) You can 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 gone 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.

**15) 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.

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

# **40 Tips on Marketing Your Resell Rights Product**

**1) 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.

**2) 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.

**3) You can 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.**

**4) Create a marketing plan.**

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



**5) 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 your own reputation and resellers are more likely to choose reselling other people's product over yours.

**6) 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.

**7) 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.

## **9 Tips on Using Affiliate Programs**

**1) Create an affiliate program for your 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. This is an appealing option to those who don't want to be your reseller or customer but want to earn an income from selling your product for commissions without having to buy your product.

**2) Pay your affiliates 40% to 60% 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.

**3) If your product with Resell Rights 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.

**4) 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.

- 5) Submit your affiliate program to affiliate program directories such as <http://www.associateprograms.com/> and <http://www.refer-it.com/>.**

Affiliate program directories 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.

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

This is a great way of recruiting affiliates.

- 7) 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.

- 8) 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.

- 9) 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.

## **12 Tips on Joint Ventures**

- 1) Approach E-zine publishers to propose a Joint Venture on selling your product 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.

- 2) Since you own full control of your product, you can customize your product (E-book) for Joint Venture partners with great marketing power so that they can profit from both upfront and back-end sales of the product without having to pay for customization fees.**

Just be sure that the customers can only buy the Resell Rights from you.

- 3) 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.

- 4) 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.

- 5) 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.

- 6) 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 partners so they will also like to know what is in for them. If it is not worth it, they would just reject your proposal. Remember, it's easier for them to say no!

**7) 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.

**8) 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.

**9) The power is in the numbers. Recruit as many Joint Venture partners as you can.**

You might have to motivate them from time to time, too, because they are just as human as anyone else.

**10) At the bottom of your proposal letters, include P.S.es (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 will help you succeed, would you?

- 11) 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 win when they all win.

- 12) Influential Internet Marketers who are looking to resell digital products and make money from it are your target Joint Venture partners.**

The best places to look for this specific group of people are in Internet Marketing forums.

## **7 Tips on Viral Marketing**

- 1) 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.

**2) 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 copy of your Resell Rights product sold.

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

**4) 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.

**5) 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.



- 6) You can 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 for you 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.

- 7) You can allow your resellers to use your free report with their own links rebranded for their own marketing efforts.**

## **5 Tips on Writing Articles**

- 1) 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.

- 2) Don’t write a cloaked sales letter in your article.**

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.

**3) Submit your free articles to article directories such as [E-zinearticles.com](http://E-zinearticles.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.

**4) You can leverage your submission of articles to many E-zine publishers with [Article Marketer](http://ArticleMarketer.com).**

**5) 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.

## **7 Tips on Multiplying Your Profit Centers**

- 1) Besides your up-front sales, you earn back-end profits from both YOUR customers and YOUR RESELLERS' customers through your own affiliate links embedded within your information product (E-book).**
- 2) Create or join affiliate programs that are 2-tier or more so that you and your resellers can earn more by leveraging on the efforts of other resellers.**

The more copies of your E-books are sold, the more money you will make by overriding commissions on the sales made by resellers whom you might not even know!

- 3) You can charge your resellers customization fee for rebranding some or all of the affiliate links in your product to theirs.**
- 4) In your reseller's guide, you can offer to help resellers to set up their Internet Business with all the necessary things such as wiring and routing the credit card payment processor, edit and set up the web pages for a fee.**

This option is naturally appealing to resellers who are programming illiterate or want to skip this setting up phase and quickly provide the marketing.

**5) If you don't actively market the Basic or Resell Rights to your product, you can offer Resell Rights experts and specialists the Rights to your product at 5 to 10 times the normal price of your product.**

**6) You can include a short advertisement together with a Thank You note in your Reseller Materials Pack.**

It will get read by other resellers and customers of your product after the purchase.

**7) Include an advertisement or recommendation to another product or service you either own or are an affiliate for in your Thank You page.**

Not only will you get to earn repeat customers, other resellers will be using your Thank You page included in the Reseller Materials Pack.

## **Resell Rights Tips for Resellers**

# 11 Reseller Pros and Cons

## 6 Reseller Pros

### **1) You do not 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 maybe 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.

### **2) You get to keep 100% of the profits when the product is sold.**

This is by far the greatest benefit for resellers who resell digital products. 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.

### **3) You get to use (and modify) the principal's sales letters and marketing materials.**

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.

**4) You can 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.

**5) 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.

**6) If you have your own responsive mailing list, you can make money within a short period of time (even a few hours).**

## **5 Reseller Cons**

**1) You have to invest some money in purchasing a product with Resell Rights before selling it.**

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.

**2) 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.

**3) You could be competing with many other resellers who are selling the same product as you are.**

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.

**4) 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.



**5) It can be difficult to find a quality Resell Rights product with good back-end income opportunity.**

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.

## 13 Tips with Resell Rights Products

### **1) Build your opt-in list.**

Resell Rights products give away rights can be used as an incentive for your visitors to subscribe to your E-zine.

### **2) 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.

### **3) 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.

### **4) 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!

### **5) 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.

**6) 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.

**7) Use them for your own personal development and building your wealth knowledge.**

This is another beauty of information products. Most information products give you the practical knowledge NOT found in conventional schools and colleges.

**8) 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.

**9) 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!

**10) 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.

**11) Create unique mini-sites and offer packages to specific targeted niches.**

**12) 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 sourcing and purchasing them ala carte.

**13) 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 customer 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.

## 20 Tips on Sourcing for Resell Rights Products

**1) Source for quality products with Resell Rights at 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.

**2) 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](http://SureFireWealth.com) and [Digital Resale Rights Club](http://DigitalResaleRightsClub.com).

**3) 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).

**4) Avoid purchasing packaged products with resell rights that are so-called worth \$2,500 but sells for \$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.

**5) Consider purchasing “\$2,500 for \$47 only” packaged products with Resell Rights only if you want to give them away for free, give 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.**

**6) 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.

**7) 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 goes, “be the first to know”!

- 8) If the product author sells to customers whom most of them don't have really great marketing power, this can be your good 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!**
- 9) 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.

- 10) 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.

- 11) 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.

**12) 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!

**13) 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.

**14) Study the resell right terms and conditions of the product to learn whether it is architected in your favor and that it protects your Resell Rights business.**

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?

**15) 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.

**16) Be sure that the Resell Rights product has a money back guarantee policy.**

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.

**17) 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".

**18)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.

**19)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.

**20)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.

# 62 Tips on Marketing Resell Rights Products

## 9 Tips on Using Affiliate Programs

### 1) 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.

### 2) 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.

### 3) 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.

**4) 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.

**5) 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.

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

This is a great way of recruiting affiliates.

**7) 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.

**8) 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.

**9) 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.

## **11 Tips on Joint Ventures**

**1) 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.

**2) 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.

**3) 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.

**4) 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.

**5) 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.

**6) 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!

**7) 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.

**8) 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.

**9) 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.

**10)At the bottom of your proposal letters, include P.S.es (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?

**11)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.

## 6 Tips on Viral Marketing

- 1) 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.

- 2) 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 copy of your resell right product sold.

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

- 4) 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.

**5) 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.

**6) You can 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 for you 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.

## **5 Tips on Writing Articles**

**1) 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.

**2) Don’t write a cloaked sales letter in your article.**

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.

**3) Submit your free articles to article directories such as [E-zinearticles.com](#), [goarticles.com](#), and [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.

**4) You can leverage your submission of articles to many E-zine publishers with [Article Marketer](#).**

**5) 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.

## 8 Tips on Using Blogs

### **1) 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](http://Blogger.com).

### **2) 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.

### **3) If you are using [Blogger.com](http://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).**

### **4) 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.

**5) 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.

**6) 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.

**7) 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.**

**8) 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.

## 7 Tips on Using Forums

### **1) 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.

### **2) 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".

### **3) 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.

### **4) 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.

- 5) Leave the forum only if the forum is inactive or the forum has poor quality prospects.**
- 6) 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".

- 7) 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!

### **3 Tips on Traffic Exchange Programs**

- 1) 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.



- 2) 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.**
- 3) 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.

## **8 More Tips on Marketing**

- 1) Create a marketing plan.**

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

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

- 3) 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.

**4) 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.

**5) 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.

**6) 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.

- 7) 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!

- 8) 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!

## **5 Worst Marketing Methods You Should Avoid**

- 1) 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.

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

Quite simply, guaranteed traffic providers get you 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 as in the first place, the traffic is untargeted. Secondly, your web page is of little attention to the surfers.

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

**4) 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!

**5) 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 yourself, 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.

## 10 More Tips for Resellers

- 1) 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.

- 2) 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.

- 3) 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.

- 4) 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.

**5) 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 have 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.

**6) 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!

**7) 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.

**8) 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.

**9) Don't let the number of resellers selling the same product as you intimidate you because the truth is that not all resellers do 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.

**10) 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.**



## Recommended Resources

### Recommended Reading

[Edmund Loh's 8 Profit-Pulling PLR Strategies That Really Work!](#) – unlock the secrets to making money with Private Label Rights using 8 totally unique, killer strategies!

[19 Internet Business Models](#) – eliminate guesswork and discover what makes the world go round for Internet Entrepreneurs and copy their success business systems for your own in a flash – low cost, high profit!

### All-in-One E-Commerce Solutions

[SOLOBIS](#) – all-in-one solution comes with unlimited web hosting, domain name, unlimited auto responders, broadcast feature, custom web builder, file manager, link cloakers, JV manager, 500+ beautiful web templates, online support team, and many more. No HTML and programming knowledge required.

### Recommended Payment Processors

[2Checkout.com](#) – start accepting credit card payments from customers from several parts of the world!

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- ✓ **Rich Private Label Article archive** that you can use to build your own Information Products and expand your Online Empire,
- ✓ **Beautiful templates** that you can for your own graphic design purposes – E-Covers, web pages, etc.
- ✓ **Advanced Reseller Strategies** NOT covered in most paid products on the same subject,
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