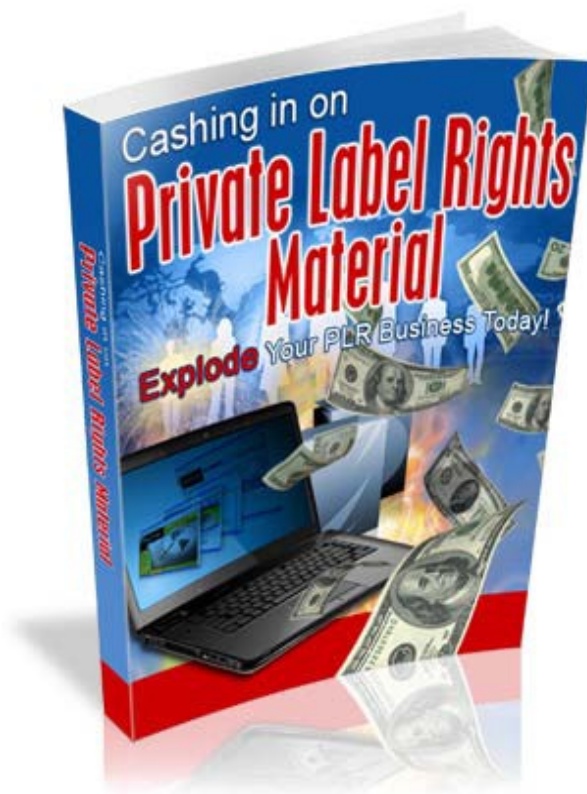


Cashing in on the Uses of Private Label Rights



(CASHING ON THE USES OF PRIVATE
LABEL RIGHTS)

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Foreword

Optional: A foreword will describe some interaction between the writer of the foreword and the story or the writer of the story. A foreword to later editions of a work often explains how that edition differs from previous ones.

Introduction

Private label rights are a new concept which functions within the realm of internet marketing. It is a derivative of private labeling and can generate a great deal of cash from those companies and individuals who are tactfully engaged in the world of making money online. The idea follows one wherein an author sells all or most of the intellectual property rights to their work. There is no legal definition, with the license being defined by the author. This concept is similar the idea of reselling rights in internet marketing.

The use of private label rights has become a hot commodity these days, with private label rights being offered everywhere you look. However, in spite of the particular breed of re-print rights that are defined as private label rights, not many people are aware of them or how to use them.

Chapter One: Defining Private Label Rights

Defining private label rights can seem tricky. Overall, they allow you to change the content purchased from another author so that it looks like your own and you can claim it as such. This can range from changing an introductory paragraph, editing a title, or completely altering the content and adding your name as the author therein. Private Label Rights allows you to change the content and use it to direct traffic to your site, sell more to your customers, and generate more income.

Chapter Two: Origins

Reprint rights were the original private label rights. There is a mixture of definitions found now for both reprint rights and private label rights, but overall, reprint rights means that you have the right to re-distribute work done by another author that was already published. Reprint rights are not limited to internet business, but they are most popular among them now.

In terms of master reprint rights, it means that you have complete ownership. You can then re-distribute the product and from there trade the partial re-print rights for the product. You can even sell the master rights to a product.

This means you can purchase full rights to a thirty chapter e-book from someone and sell the partial rights to each chapter in the book. From there you can resell other parts of the book or sell the master rights to the entire book. The people who purchase the partial rights to chapters from the e-book are allowed to re-write part of the content and re-distribute it as their own.

These vary from copyrights entirely and are only in reference to a means of distributing content. However, the criteria for these private label rights are contingent upon the actual agreement. Based on the agreement, you may or may not have the right to:

1. Give away the unchanged product.
2. Give away a branded version of the product with your links
3. Package the product with other products
4. Give the product away as a bonus
5. Use the product as web content only
6. Break the product into smaller articles only
7. Offer the product through auction sites
8. Offer the product in the form of a paid membership area only
9. Alter the product
10. Allow buyers to resale the rights of the product

Private label rights can cover reports, documents, e-books, software, graphics, and articles. You are able to use private label rights in order to expand an existing product line, increase the professionalism of your existing products, or enter into other markets without product development.

If you agree to terms which allow you to alter the content and then present it as though you were the author or creator, then you have found a valuable purchase assuming that you have assessed the quality of the product and it is good. It is important to note that just because you obtain the private label rights does not mean you own the product, unless it is explicitly stated in the agreement. You also cannot distribute the product in any manner you choose unless it is explicitly stated in your agreement. A good rule of thumb is to assume that you cannot distribute or reprint the content as your own unless the seller says it is ok.

Chapter Three: How to Use It

If you have an online business, it is no secret that it is in need of a constant stream of information and content which is engaging. This can come in the form of blogs, newsletters, info on products, or print books sold online. The problem for many business owners is finding content which has the quality to keep your business expanding. While some private label rights can be bought and sold through membership websites, there are great websites out there which offer articles and blog content for pennies each. You can select only content you need instead of being forced to buy large block groups of articles and information which might vary from month to month. There are packs available online for particular niche markets which leaves you in control. These are great because you don't have to buy more than you need, which saves you the hassle of buying content which you cannot use. It is beneficial to find content which has gone through an editing process from both the writer and an editor, ensuring quality purchases. With more than one mind you add ideas and value to any content.

With limited distribution you have access to better quality purchases for private label rights. It is better to have content on your site which cannot be found on literally thousands of other websites, but rather just a few or none at all.

By using websites that offer packages or private label rights, you can instantly download the content and begin editing in a standard word processing program.

In addition to the origins of copyrights and re-write laws, private label rights has a history contained in and developed from affiliate marketing and other forms of internet marketing.

Chapter Four: Affiliate Marketing and Private Label Rights

Private label rights are useful in that they can be combined with affiliate marketing once they have been purchased, as the buyer can link their affiliate site to the content they are supporting on their websites or in mass emails or other forms of marketing on the internet. Affiliate marketing means utilizing programs that send people to a website, and once they sign up or buy something, then you receive a commission. These are revenue sharing programs which are arranged between companies which offer services or products and you as the website owner. You get a reward for sending the company different customers.

Joining affiliate marketing programs is incredibly simple. You simply read the terms and conditions for each company and after, you put a link from your website to the vendor. Whenever a customer clicks on that link or purchases a service or product from that business, you gain a commission. Once you start you should concentrate on a niche topic in which you are interested and cater your website around that topic. You can locate affiliate programs which fit within that niche and then blend them into your site with text links. It is best to write about something about which you have first-hand experience and knowledge so that you can build your credibility. If you target your traffic, you will increase the likelihood that people will purchase things.

if you want to make money through affiliate marketing, then it might be prudent to invest money in many different types of marketing. You are sometimes charged nominal fees when you sign up for monthly things. This depends on your niche business, the affiliate programs or networks for which you sign up, and which facets of affiliate marketing you are seeking to earn income.

When you want to know which affiliate network sites are best, you should look into which programs best fit your niche business. There is no “best” network because the “best” is dependent upon how specific your niche is and what traffic you want to generate. You can select nearly any topic for your site and search AssociatePrograms.com for suitable affiliate programs for your company. Affiliate marketing is great for professionals because you can select a hot topic of your choosing and then become a specialist in that area. You can promote products and services which are in high demand and highly sought by clients. By generating a lot of traffic you can get paid without selling things. If you find good affiliate marketing networks you can receive income from shared sales and direct leads. With great quality you can earn residual income, great commissions, and sometimes even lifetime commissions. Professionals should then decide to whom they will be selling products. You should be precise when selecting your audience by focusing on people with a specific interest or problem. It is pointless to build a website unless you know your intended target. Otherwise, you will not know how to attract your audience to the site.

Affiliate scrubbing is a process of removing fake information or fake leads. Scrubbing is when the advertiser decides to get rid of a bad lead, meaning you don't make money off of them. It is a good process because it rids your site of fake leads, but also takes away from profits. With hard work, leads and pay-per-click ads can generate the top money with affiliate marketing per each lead for you making your minimum earnings of \$100 easily attainable. After this point, generating repeat income can be raised by raising the traffic to your website or blog. There is no better way to make top money with affiliate marketing.

Chapter Five: Pay-Per-Click

Private label rights are useful in that they can be combined with pay-per-click emails and sites once they have been purchased, as the buyer can link the content they have purchased as a reward for pay-per-click hosts or members. PPC is an advertising method that directs traffic to your website when users click on an ad and then generates income for every ad upon which is clicked. It is a great method for generating income with the internet and useful for many businesses. You can benefit from PPC because it provides an immediate exposure to your ads to millions of people all over the world. It helps you to generate more traffic while placing ads wherever you see fit along your website.

You can supplement your income quite well. PPC is a great way to make money, but there are often limits or caps on how much you can make from each site, and some sites pay you in things such as free products, points, or giftcards.

You can make money with PPC because you can make supplemental income with it. You can gain cash rewards for shopping online, you can sign up for trial offers with your credit card, earn points or rewards through referrals, or by completing surveys.

There are many great PPC networks available, but the “best” is clearly based on what you are seeking from any given PPC company. Some of the most popular PPC networks include Microsoft AdCenter, ABCSearch, and Findology.

With PPC you can be paid in a variety of ways, depending on the site and what you choose. Of those methods you can be paid with cash in the form of checks mailed to you or sent to your paypal, or with gift cards, free products, or an accumulation of points which can be saved and used to purchase things from the host site or enter into larger contests.

There are many ways in which you can determine the legitimacy of PPC offers, and you should utilize them all given the nature of internet fraud. You can determine if an ad is a scam based on many things including its IP address, its history, the traffic, any registered members, legitimate payment options, low initial pay-out amounts, as well as any articles or reviews pertaining to the host site.

Chapter Six: SEO

There are factors influencing demand for private label rights and one of those is traffic. Any site needs traffic in large amounts in order to survive. By purchasing some rights to material that fits within a market, a website owner can utilize words with SEO to generate additional traffic.

SEO is a way to market your products or services for free using a list of the most popular words related to your company and including them throughout your website. It is a method for increasing traffic to your site through articles, ads, or anything else that can incorporate specific words and phrases.

Your business can benefit from SEO financially because utilizing SEO is free, and it can also help your business by generating additional traffic. This means that you can make more money through more customers without having to invest additional money in another company or affiliate. It can cost if you hire writers to incorporate SEO content for your site via articles or blogs.

Chapter Seven: Email Marketing

We now understand the basic facts about SEO and the ways in which private label rights can be helpful for businesses, it is important to understand its usefulness in terms of mass marketing. When using marketing techniques that blast emails to potential clients and consumers, it can be beneficial to provide links and other press release information about new content, the private label rights to which were recently purchased.

The best subject lines are ones which avoid any words which trigger spam but are words which call people to action. You should make sure that your subject lines include words that are consistent with your company, brands, services, or products. If you can manage all of these, people will be more likely to open the email.

Email marketing is losing its popularity. With other social networking sites and types of marketing, many people are focused on social marketing and less on email marketing. People prefer to see or hear instead of just read so if you do invest, be sure to gauge the popularity and returns before investing your entire marketing budget into it.

By combining, you can receive the highest advantage for your company. With email marketing slowly losing popularity compared to other blossoming marketing methods, it is important to combine your resources as use as many marketing methods as possible at once.

The best service providers are generally based on the needs of your company. You should examine the offers that all services can present before you decide on which email service provider is best. Some of the most popular choices include HubSpot, Blue Sky Factory, ExactTarget, Constant Contact, and MailChimp.

Chapter Eight: Blogs and Private Label Rights

Private label rights are useful when they are combined with blogs. A blog can generate traffic through the promotion of materials such as graphics and articles which relate to the niche market.

WordPress is a forum for bloggers as well as small business owners seeking to grow their company through this versatile platform. There is a blogging platform and a Content Management System. Basically, WordPress can provide blogging solutions as well as an entire content system for any e-commerce website. A blog is an internet location where you can record your opinions or information about your company on a regular basis.

It is important to have one because of the growing trend in internet marketing types. WordPress allows you to combine posts and pages so that you generate content on your website. You can display posts in a chronological order, generally used for blogs. You can use the pages for static content pages. You can build a site with only pages or you can combine the pages with the posts. You can use a self-hosted version of WordPress or a hosted version of WordPress. The self-hosted page is through WordPress.org.

You download WordPress and then you can make it public through your own domain name and hosting server. This is generally where you can find community support as well as themes and plug-ins. If you are not, then you sign up for your blog just like any other social networking site, with your basic information, then you confirm with an email. Once that is done, you get to the fun part where you can set up your blog, like a profile on a social network. There are various tools and features meant for you to explore which will customize your blog. There is also a support tab on the upper right hand corner of the screen which can help you at any time. This will bring you to a forum where questions can be posed or to online help sections. It's really fun and simple.

You can use WordPress for squeeze pages, membership sites, landing sales pages, e-commerce, blogs, news sites, business sites, magazine sites, as well as portfolio sites and multimedia sites. It is a good idea for any business to have a blog on WordPress because it is free for them and allows a forum where they can communicate constantly with people, get ideas, and post information. The self-hosted WordPress is nice because you have control over the content, the appearance of your site, as well as the advertising. You can upload your own themes, plug-ins and change anything you want with the code. However, you do have to pay for your own hosting, you must be tech-savvy, you must control spam, and you must upgrade your software.

If you select the hosted version of WordPress, then all of the tech hassle is taken care of for you. There is no cost to you and it's simple to set up. Your posts are all backed up, you can add additional traffic from "blogs of the day" and your site runs less of a risk of going down. However, you do not have any control, you cannot upload your own plugins and you have access to a limited amount of themes. The best theme really depends on what you want and what your company offers. There are many from which to choose, and the best one should be compatible with your services and products. If you are using the self-hosted WordPress then you can upload your own themes, offering a wider selection.

You should definitely include video blogging. Of course many people are unfamiliar and uncomfortable with the idea of posting videos, but a blog is meant to connect you with other people, and what better way to connect with someone than through a video blog. Of course text, video, and audio are all great media methods, but video will generate the most views and results. Instead of listening to the radio host every day, they get to meet them. It is a great way for your readers to get to meet you. It might be scary at first but the more you try it, the better you will get and the more comfortable you will get and it will help you make money writing online.

Chapter Nine: Video Marketing and Private Label Rights

Making money on youtube has become easier than ever. Just like other social networking sites the ways to make money began with simple advertisements and have now evolved into banner ads, ads on videos, and videos alone. In order for you to begin making money on youtube, you need to create a youtube account. Anyone who has a Google account is one step ahead of the game. For those who do not, you can register an account with any viable email address linked to Google or Yahoo.

The registration process includes basic contact information, the same as is required to register for an email account. It also requires your email address. Once this is completed, you receive a confirmation email with a link on which you click to confirm it is you and you really did mean to create the account. You should film things that will appeal the most to your intended audience. If you want to cause a stir with debates, then politics, religion, and current events are great.

If you would prefer to make people laugh and have a good time, then you can conduct reviews of funny videos or post your own videos.

The best thing you can do is to link your videos to any other social networks you have or to your website for your company. When you have a business website and want viewers to see an ad, you can link the ad video to your website and thus generate more traffic between your video sites and your other websites.

Whatever the content, the trick to making money on youtube is getting people to watch the videos and then click on the ads so yes, ads are important. These ads will generate more traffic for you and more. It is best to post at least one video per week, but if you post a video daily that is the most you should do. More than one per day is going to burden your viewers. No matter the frequency of the posts, just be sure to inform your viewers so that they will remember to check back on your page when you post new videos.

Chapter Ten: Social Networks and Private Label Rights

Twitter allows the entrepreneur to form a real relationship with their followers including their colleagues, friends, customers, and future prospects. A Twitter account does not require that the entrepreneur pitch to their customers and prospects each day, all day, or maintain care of an account like Facebook. Instead it provides the opportunity to share which articles are being read, likes, dislikes, and what is happening with the company. It keeps the reader's interest because the phrase is short and to the point. Twitter is also useful because you do not have to check the page each second. The site provides desktop applications which are adept to Windows, Linux, or Macs such as Tweetdeck. This allows the entrepreneur to divide their followers into groups and closely maintain Tweets from those whom they want to follow more closely.

The best way to market your services and products on Facebook is by using everything Facebook has to offer. This includes updating your status to include new information related to your services and products, and creating pages and groups in support of your services and products.

People find many of the new applications that Facebook is offering appalling. There are applications now which allow users to follow a complete history between two mutual friends. This includes any pictures of the two of them, their wall posts, any updates or notes or videos in which they are tagged, and their relationship status. While this might seem shocking, it was only developed to keep up with what users were doing already. People would spend hours stalking two mutual parties, or a single mutual party, looking for things upon which they commented and not being able to make easy money. First recent activity was only listed on the profile of the individual so if someone wanted to know what their friend was doing, they would look at their profile and go over the recent activity.

This evolved into a “newsfeed” which updates users as soon as they log on with what their top friends are doing, constantly refreshing and providing more details. Individual users could erase the recent activity from their own profile, but it would still pop up at random on the newsfeed of others. The details began as things such as “commented on John Smith’s photo” and now include “said, ‘that is a nice bike that you have, I wish...’ on John Smith’s photo”. With more detail, it is impossible to hide which activities are viewed by others and keeps people preoccupied with things aside

You can use Tweeter to start making money with your natural Twitter account. Instead of placing normal tweets about what you do, you can place sponsored tweets. The advertisers look over the offers which they receive and then select which ones work best for their price and marketing. At this point the selected Tweeters will receive the offer as well as the payment and at that point they begin posting the sponsored ads on their sites in accordance with the agreement and guidelines that the advertisers outlines.

The process for evaluating how well social marketing is working is the same as any other endeavour which you undertake. If you are putting in all time and money and not receiving anything or making any money, then you should try a different approach.

You can link a Twitter account to a Facebook group so that customers are directed from your company site to the Twitter updates you have. This creates additional traffic between different accounts and customers, widening the array of visitors and what you can market.

Generally, too much time depends on your company. If you only work online, then you should spend more time focusing on social marketing. If you work in a physical location, then you should create a good balance between social marketing, internet marketing, and maintaining great relationships with customers and partners.

Once you have purchase private label rights to content, you can link the content as part of a members-only newsletter or a supplemental offer through promotion on social networks, thus generating additional traffic and additional income for you.

Chapter Eleven: Niche Markets and Private Label Rights

A niche is a precise area of business or interests and a specific subject. Before you can determine your niche, you need to find your voice, think about what your background includes, and consider your expertise. Use that information, passion, and expertise to create a business that utilizes that information.

The right niche business for you is one which utilizes your skills and one which you enjoy. For example, if you really enjoy writing for fun and don't see it as a chore, then niche blogging will not seem like a boring office job for you. If you have a keen understanding of politics and studied it in school, you can write about a particular facet of politics which appeals to you. This means your job is fun and won't seem like a job.

Chapter Twelve: Internet Marketing and Private Label Rights

If you want to make money online you need to understand that it is difficult and will take a lot of continual effort. You will not replace your income overnight. It is best to educate yourself on all of the ways that internet marketing works so that you have a better understanding of each type of marketing.

The best ways you can generate traffic is to utilize search engine optimization. This means that you incorporate words in your domain name, your blog, or your ads which will generate the most results when people conduct searches online.

The best thing to do if you want to market your products is use Google AdWords. If you advertise for your business through Google AdWords then your ads are run on Google through their advertising network. There is no cost except for a nominal fee you pay each time people click on your ad making it the perfect advertising option for small businesses.

The first of these includes online surveys. This is a legitimate way to make money at home, but would not necessarily replace your income. It can supplement an income quite well, however. If you are asking how can I make money, you sign up with certain host companies who then do one of two things. They either have you fill out information about yourself so that they can send you surveys which are catered to your interests and experiences, or you can sift through their database to find surveys which relate to your interests.

There is a lot of money to be made working from home. If you combine things such as selling books, email marketing options, freelance work, and a niche business, you can generate great income. But all of these methods require a lot of time and dedication. No one can make money by sitting around and doing nothing.

Some programs help you to make easy money because of referrals on top of the money earn through ads. This means that you can suggest to people that they join the same company and host ads from them and in return, you make money. Other websites will give you money from completed leads.

The jobs are available for writing, for translation, web design, administrative support, data, finance, engineering, and legal. You create a profile, search through jobs, apply for jobs that you like, and then the host selects a winner and awards them the job. These offer great opportunities to make money without having a marketable product.

It is easy to get excited about ads and the income you can make, but be sure to limit the ads which you place on your blog so that it doesn't get overwhelming and drive your followers away. You can to ensure that your site is still aesthetically pleasing to your clients.

Chapter Thirteen: Regulations

So, if we understand the structures within various markets, we can know precisely how they will operate, right? Unfortunately, we cannot know this because there are many types to which specific regulations and laws will apply to the operation, or even the creation of.

Regulations tend to be government laws that control businesses and consumers, and most are imposed as a means of preventing any general harm to the public or the market. For example, the most common forms for regulations will always include:

- Industry regulations: these will prevent businesses from abusing any market controls that they might have or from gaining an unfair advantage; and
- Social regulations – these are meant to protect consumers and the environment from unsafe products, pollution, and more.

For private label rights, there are still no real regulations from a social standpoint or a business standpoint. All in all, the only regulations found now are those enforced by the author of the material.

Chapter Fourteen: Analyzing Business Cycles

Business cycles are the recurring contractions and/or expansions of any national economy. (This is most often measured through the GDP). Cycles will vary in length and can last up to ten years or longer. There are always some distinctive phases that economists use to recognize where any particular economy is in the process or cycle. These phases include expansion, peak, contraction and trough.

It is not difficult to understand where any particular economy is in its individual cycle because there are some common occurrences frequently connected to the phases. For instance, inflation is a common event during an expansion, and unemployment tends to rise during any period of contraction.

How is the business cycle actually measured? You apply the items you learned about in the previous section: the unemployment rate, the GDP, and the rate of inflation. For instance, the GDP that has increased since the previous year, along with the increasing rate of inflation is usually indicative of an expanding business cycle.

Chapter Fifteen: How Individuals Affect and Impact Distribution

Up until this point, it has seemed that the individual consumer can really have only a moderate effect on the economy and in turn, on the hype surrounding the use of private label rights as a means of making income. Before finishing this chapter, however, we will take a few moments to demonstrate how individuals can affect the economy to a very measurable degree.

For example, a student's career choices can affect the local, national, and/or global economy. This is because all students will acquire the attitudes, knowledge, and skills that contribute to successful learning. They will come to understand how their academic experiences prepare them to be successful in the world of work, in their interpersonal relationships, and in the community. They will then use this knowledge in their career of choice, and this means that they might choose a field in which they make a broad or global impact or they might opt for a much more subtle career that allows them to effect change on a local level instead.

Consider too the effects of things like gender discrimination and differing wages with middle management employees. This is also something that can have an impact on the distribution of wealth and the general economy.

For example, although the gap between wages has narrowed, there still exists a significant difference that cannot be explained. Over the last twenty years, increases in women's labor market experience, and their movement into higher-paying occupations, have played a major role in increasing women's wages relative to men's. This cannot, however, counteract the flaws in wealth distribution. This limits female wage earner's spending power, and as the size of this workforce increases, the gap between male and female pay grades will continually affect the overall economy too.

Finally, it is necessary to weigh the impact of consumer choices on how companies choose pay their workers. For example, when a company is a "fair trade" establishment it is often received very favorably by the public. In fact, consumer trends indicate that there is a willingness to pay a higher price for a product if it is affiliated with such a humane approach to employees and the environment. Thus, many employers are shifting their policies to meet consumer wishes.

There is also the impact of a company with a large work force that is underpaid. Low wages keep an economy hobbled too, and this means that large scale employers making a habit of underpaying the labor force, is actually having a negative impact on economic stability in their territory.

Overall, the growth of all internet technology and consumer needs has been countered with the growth of private label rights and the nuances for making money from that industry, opening up an additional way to make money online and to stimulate the growth of the technology industries and economy.

Chapter Sixteen: Components of Private Label Rights in Economic Growth

When a producer produces goods with the best technology and with efficient labor, this type of production will increase the production level of the economy and, thus the national income will increase and help to grow the economy.

A good producer will always evaluate what type of products and the best labor/production for their needs. They do this by comparing the relative prices of goods and services in the market. They will use the results to determine the potential profitability of each combination. When finished, it should be clear to the producer which types of labor should be used and which inputs, in order to ensure the best profits.

Thus, after evaluating the cost of the inputs, and the types of the goods that one should produce, the productivity of the economy will increase and will leads to the development of the economy.

Chapter Seventeen: How Technology Relates to Growth

An important determinant of economic development is technology. This means the use of sophisticated technical methods or equipment in the production process. This results in the better utilization of the means of production, increase in efficiency, and a reduction of the production cost. Additionally, the quality of production will be raised and quantity of production increased too.

There are three common conditions for the use of technology, however, and they are:

- Necessity of more capital investment and industrialization;
- Presence of entrepreneurs who are capable of funding technological expansion; and
- Widespread market for goods, so that technologies may be utilized on large scale.

Clearly, this describes advanced economies with full development in place. Most underdeveloped countries tend to lack one or more of the requirements, and will usually be forced to import any sort of technologies. Thus, we can see how directly related technology is to economic growth.

Chapter Eighteen: How Trade Relates to Growth

We have just seen how technology is directly linked to economic growth. The developed nations that have the means of using and creating technological advancements will continually enjoy further economic growth, and underdeveloped or developing economies that invest as much as possible in the use of technologies will also enjoy growth too.

So, does trade relate to growth? There are arguments for both yes and no answers to that question. For instance, a small country with a comparative advantage and some specialization may still not be able to compete in trade for the agricultural products they sell simply because of their size.

Alternately, they might incorporate even further efforts at specialization to get a monopolistic corner of a market. For example, a small country that specializes in fair trade coffee will tend to have a comparative advantage over the larger producers because they have the means of really implementing and focusing their energies on the development of this industry.

We have been learning how trade allows nations to specialize in doing what they do best. Trade can benefit everyone in society because it allows people to specialize in activities in which they have the comparative advantage, this means that the gains from trade can be tremendous.

If you consider how the global or international market can really support comparative advantages, it is easy to see why international trade tends to continually flourish. In fact, most economies are interdependent on the other economies around the world.

Remember that today it is common for any particular good to be produced by the country that has the smaller opportunity cost for producing it. This is because this will always strengthen the economy in general by allowing all participants to benefit from their trade activities.

In the case of private label rights, trade has become the major source of income for both the buyer and the seller. If partial rights are sold by the seller to a buyer for article content, the buyer might be allowed to turn around the sell the content again to another buyer, thus increasing their sales, generating additional traffic, and increasing overall internet trade.

Chapter Nineteen: The Functions of Money

Money is anything that is generally accepted as a medium of exchange, store of value, a unit of account and standard of deferred payment.

The functions of money will always include:

- A medium of exchange, which means money as a payment for exchange of goods and services.
- A store of value, which means that money is an asset and can be stored for use in future.
- As unit of accounts, meaning as a standard unit for accounting prices. It makes money a powerful medium of comparing prices of goods and services.
- As the standard of deferred payments, which means as a standard of payments contracted to be made at some future date.

The most common characteristics of any form of real money will include:

- Its general acceptability
- Its divisibility

- Its easy transportability (credit money issued by banks, central bank or by government has a quality of transportability.)
- Its durability
- Its ability to be standardized – meaning that money units can all be alike with respect to their size, quality and design.

So far we have looked at the functions and characteristics of money, and will now compare the costs and benefits of it. This means, however, that there must be a range of different money types, and these include:

- Commodity
- Fiat
- Representative

Commodity money is that which is used as money that has an intrinsic value in some other use.

Cost of commodity money:

- It is an alternate to money in direct exchange of goods and services, like barter system.
- It requires double coincidence of wants. For example: If we want to purchase a product, we need to find a person who will buy our products

and in exchange will give us his products. It involves intolerable amount of efforts.

- It lacks a common unit of value: The problem here is that a rate of exchange is to be made. The price of each commodity would have to be coated in terms of every other commodity.
- Suitable system of storing wealth: It has no suitable system of storing wealth. No good can serve as a convenient asset for use in the future if storage of that asset is difficult. It should be portable, not perishable, require little space, and should be acceptable for exchange in other goods.
- Goods cannot serve as the standard of payment contracted to be made in future.
- It is very difficult for any good to serve as a standard of deferred payments in case a person borrows something and promises to return the same number of units of the same good at a future date. Such a repayment system involves many problems; the borrower may not be in a position to arrange the same goods and the same quantity at the time of repayment.

Benefits of commodity money:

- Commodity money can bring liquidity in the market by trading all types of products in exchange of any other good.
- Barter systems lead quite rapidly in trade to several types of goods produced in an economy, and which are being imbued with lots of monetary properties.
- At the time of emergency, when the country does not have its own currency and generally they adopt the foreign currency, commodity money can be beneficial.

Fiat money is designated as money that is intrinsically worthless. It is not backed by reserve of any other commodities.

Costs of fiat money:

- It is not backed by reserves of any other commodity.
- The money supply overtakes economic value when the government produces money more rapidly than economic growth. Therefore, the excess money eventually leads to the inflation in the economy.
- In reality, the real value of a fiat currency is unclear.

Benefits of fiat money:

- The money itself is given the value by the government.
- At the time of war or emergency, government often adopts the Fiat money by exchanging it for the other commodities.
- It is the legal tender declared by most governments.
- It is the money without intrinsic value.

Representative money refers to money that consists of a token or certificate made of paper. The use of the various types of money including representative money, tracks the course of money from the past to the present.

Costs of Representative Money:

- It is defined as a claim on a commodity. For example: gold certificates or silver certificates. In this sense it may be called “commodity-backed money”.

Benefits of Representative Money:

- Representative money is backed by an underlying commodity. For example: Dollars backed by gold are representative money.
- It tracks the course of money from the past to present.

- Governments through history have often switched to forms of fiat money in times of need such as war, sometimes by suspending the service they provided of exchanging their money for gold, and other times by simply printing the money that they needed.

In this case, the money is the main driving point. The money invested into the purchase of private label rights receives a great return in the form of increased traffic and sales generated from the additional material and the additional memberships or other purchases.

Chapter Twenty: Ownership and Market Structures

Pure Competition

By now, you understand that a market requires business owners, consumers, and a basic economic structure or model to follow. The most common types of markets include those that are pure competition, monopolistic, oligopolies, and monopolies.

A purely competitive market is as a market in which no individual business can influence the market price on its own. In this type of market, it is industry in general that creates the influence. The interaction between the industry and buyers determines the price. An individual firm takes prices as given and then decides how much to sell at this price. This is why an individual firm is called price taker.

Pure Competition markets all have the following distinguishing characteristics:

- Large number of buyers and sellers: The number of sellers is so large that output by an individual seller is an insignificant proportion of the total output of the industry.
- All firms produce homogeneous products: Goods produced by different firms are homogeneous so

that all the buyers are willing to pay the same price for the products of all producers of a good. So, no producer is in a position to charge a different price of the product it produces. A uniform price prevails in the market.

- There is perfect knowledge about market and technology: This means that all producers and consumers are fully informed about the market. So, no consumer is prepared to pay a price higher than what is being charged in other parts of the market. Also, no producer sells its product at a price lower than the price charged by other producers simply because he is fully informed about the market. Each business has perfect knowledge about the technology. Each producer is aware of all the available techniques for producing a good. All of these details ensure the same per unit cost by all the firms in the industry.
- Freedom of entry and exit to firms: There are no obstacles in the way of new businesses joining the industry or existing ones leaving it. This ensures that there are neither above average profits, nor exorbitant losses by any firm over the proverbial long run. In the “short run”, however, profits and losses are possible because during this period firms are not in a position to enter or leave the industry. If firms are making profits, new firms enter and raise the total supply

of the industry. This reduces market price and can reduce profits. Over the long term firms are incurring losses; the existing firms start leaving the industry; and this reduces the total supply. This raises prices till any losses are eliminated.

A monopoly is a market situation in which there is only one firm producing a good, or in which a single business seems to dominate the entire market.

Monopoly markets all have the following distinguishing characteristics:

- A single seller: There is only one producer of a product. It may be due to some natural conditions prevailing in the market, or may be due to some legal restrictions in the form of patent, copyright, sole dealership, state monopoly etc. Since there is only one seller, any change in the supply plan of that seller can have substantial influence above the market price.
- No close substitute: A producer faces competition from its substitutes. A good may have many substitutes, but not all substitutes offer competition. The substitutes which are too costly and inconvenient do not offer any competition. Such substitutes can be called “distant substitutes”. The substitutes that can be conveniently used in place of the given product, and which are available at a

similar price, offer competition. These may be called “close substitutes”. A monopoly market has no such close substitutes, and does not face any competition.

- No freedom of entry: There is no freedom for the new firms to enter the industry. This may be due to some government order. For example, production of many defense goods can be seen as monopoly of the government due to national security considerations. Similarly, production of some public utility goods is also monopoly of states in the US. For example, electricity, water supplies, etc. are often called state monopolies.

Monopolistic competition is a situation in which the market is basically a competitive market but with some elements of a monopoly as well.

- Large number of buyers and sellers: The number of sellers is so large that output by an individual seller is an insignificant proportion of the total output of the industry. As such any change in the output plan of a single producer, assuming that there is no change in output by other producers, has a negligible effect on total output and hence no influence on the market price.

Similarly, the number of buyers is so large that an individual buyer purchases an insignificant proportion of the total output sold in the market. As such any change in quantity demanded of other buyers has negligible impact on total market demand and hence no influence on market price. To sum up, no individual seller or an individual buyer is able to influence the market price on its own.

- Firms produce differentiated goods: It implies that buyers differentiate among the products of different firms. It may be on account of different brand names, packing, color, shape, and the friendly behavior of the seller or any other consideration. These differentiated products are close substitutes of each other. Since a group of buyers prefers the product of a particular producer, that producer enjoys some monopoly in the product and is in a position to influence in the market for it. This makes monopolistic competition different from pure competition.
- Firms have perfect knowledge about market and technology: All producers have the perfect knowledge about the market price and the technology. All consumers also have the knowledge about the market so that they can conveniently shift from one substitute to another

in the event of bigger price difference in the products of different firms.

- Freedom of entry and exit to the firms: There are no obstacles in the way of new firms joining the industry or existing firms leaving the industry. This ensures that there are neither above average profits, nor tremendous losses by any firm in the long run. In the short run, profits and losses are possible because during this period firms are not in a position to enter or leave the industry. If firms are making profits, new firms enter and raise the total supply of the industry. This reduces market price and wipes out profits. However, in the long run firms are incurring losses. The existing firms start leaving the industry and reduce the total supply. This raises the price until all the losses are wiped out.

Oligopoly is an important form of imperfect competition where there are few (two to ten in most cases) sellers in the market selling homogeneous or differentiated product.

Oligopoly markets all have the following distinguishing characteristics:

- Interdependence: The most important feature of oligopoly is interdependence in decision making between the few firms which comprise the entire industry. This is because when the number of

competitors is few, any change in price, output, or advertising technique by a firm will have a direct effect on the fortune of rivals who will then retaliate by changing their own prices, outputs or advertising techniques as the case may be.

- Importance of advertising and selling costs: A direct effect of interdependence of oligopolists is that the various firms have to employ various aggressive and defensive marketing weapons to gain a greater share in the market or to maintain their share. For this, various firms have to incur a good deal of costs on advertising and other measures of sales promotion.

Chapter Twenty-One: Integration into the Global Economy

The result of imperialism and the Industrial Revolution has been the creation of a global economy. However, that creation has not been without issues. Global economization has created a network in which a problem in one area leads to issues in another area on the other side of the globe.

For instance, the decision by OPEC to raise the price of crude oil led to skyrocketing fuel prices around the world. Other symptoms of the global economy include the way that wars, famines and droughts affect the planet as a whole. National debt in Latin America has led to an increased crime rate and is one of the major factors in the drug trade, which affects nations around the world.

The global economy is also affected by technological innovation, and increasing communications methods. However, these are not distributed evenly around the world. Areas of Africa and Asia, for instance, still do not even have basic electricity and water, while other areas have an overabundance of goods and services.

Satellite technology, computers, and even the television are also part of the global economy and the flow of information from one part of the globe to another. In fact, it is these technological innovations that have allowed the global economy to evolve as far as it has.

Thanks to these technological innovations, the uses of private label rights were created. Without them, people would not be able to exchange information in such an instant capacity nor would they be able to utilize the selling and promotion of said information.

Chapter Twenty-Two: International Trade

Trade allows us to specialize in doing what we do best. The gain from trade is based on comparative advantage and not on absolute advantage. When each person specializes in producing the good for which he/she has a comparative advantage, total production in the economy rises. This increase in the overall size of the economic pie can be used to make everyone better off.

Remember that comparative advantage reflects the relative opportunity cost. Trade can benefit everyone in society because it allows people to specialize in activities in which they have the comparative advantage. This implies that the gains from trade can be tremendous.

If you consider how the global or international market can really support comparative advantages, it is easy to see why international trade tends to continually flourish. In fact, most economies are interdependent on the other economies around the world.

Today, it is common for any particular good to be produced by the country that has the smaller opportunity cost for producing it. This is because this will always strengthen the economy in general by

allowing all participants to benefit from their trade activities.

For example, the farmer gets 5 ounces of meat in exchange for 15 ounces of potatoes. In other words, the farmer buys each ounce of meat for a price of 3 ounces of potatoes. This price of meat is lower than its opportunity cost for 1 ounce of meat which is 4 ounce of potatoes. Thus, the farmer benefits from the trade.

Overall, international trade has quickly become an easily accessible form of making money, thanks to technological advances and the many modes of communication.

Infrastructure is an important consideration in economic patterns and activities, as well. If the right level of technology, communication and transportation are not available, then different businesses will not be able to locate to a particular region. For instance, manufacturing requires that there be a highly developed transportation network to ensure a steady supply of raw materials and easy shipment of completed products.

Chapter Twenty-Three: Technology and Human Interaction

In addition to having clearly identifiable effects on the physical environment, technology has also had an unmistakable effect on human interaction. The modern world has seen communications tools and media platforms explode in diversity and accessibility. For instance, the Internet allows people to shop for anything they might want from anywhere in the world.

Email allows almost instantaneous communication between people that might be half a world apart, and GPS technology has enabled greater ease of travel, as well as providing benefits for search and rescue operations and more. GIS, or geographic information systems, technology has merged the fields of cartography, database design and statistical analysis to make all types of new things possible.

Technology like new medical equipment and procedural advances have also had a profound effect on the world. Changing trade patterns have also impacted societies around the world, at all levels of development. For instance, China is emerging from a once-backward nation to become the world leader in terms of technology production – thanks to increased manufacturing and a lessening of government restriction in a few key areas.

Chapter Twenty-Four: Making Money

Cashing in on the uses of Private Label Rights can be done through all digital products including articles, e-books, graphic templates, and software. Since there are generally many buyers for the same product, the price of a single product is lower than creating a similar product from scratch. However, the distribution of purchasing private label content is limited, which minimizes competing marketers from using the same content.

A license allows buyers to re-brand content as their own, under their own name, so long as it is not under copyright. The practice means that content can be modified, sold, sold again, or re-purposed in different formats. Buyers, in certain cases, are able to resell the same rights or transfer them. Marketers can use private label rights to resell their own written content through article directories, ebook directories, content syndication, or slide-sharing websites.

To successfully cash-in on the use of private label rights, while minimizing workload as well as production time includes using adding perceived value to items that are existing through either bonuses or limited time offers. With private label content, there are different rights distributed from the developer so thoroughly checking the license before using the content to make money is important.

Making money from private label rights has seen some criticism as work can be distributed to multiple customers without the work being exclusive or unique. However, as the owner of products, this is the easiest way to make money. You sell some of the rights to your work to many customers at once who then distribute it under their brand.

In order to utilize these money-making tactics, it is important to understand the economics, history, technology, and globalization behind it.

Chapter Twenty-Five: Articles & Blogs

Since cashing in on the uses of Private Label Rights can be done through all digital products including articles, e-books, graphic templates, and software, as the writer there are great ways to make money. Taking articles for example, as the writer, you can utilize the articles which you write as a means of generating income by selling part of the rights to numerous clients. Since articles can cover a variety of measures, it is important to find a niche market and cover that in great detail. The more articles you can write in a particular niche market, the more you have to offer competing companies in that market. You can locate article directories such as Ezine.com as well as market your materials to websites, blogs, ebooks, or other writing sectors of a particular website or host. You sell part of the rights which means that the host is allowed to take your articles and distribute them on their website to their clients with their name on it. However, since you still retain the rights to the materials in part as the author, you are able to sell the partial rights, yet again, to another consumer. You allow them to rewrite the content as many times as they want after they have paid you for the rights. By using private label rights for things such as blogs, you can continue to direct traffic to your site as the buyer.

Chapter Twenty-Six: E-books

Since cashing in on the uses of Private Label Rights can be done through all digital products including articles, e-books, graphic templates, and software, as the writer there are great ways to make money with not just articles, but with e-books. If you write an e-book, there are generally many sections, or chapters, within said ebook. That being said, you can then sell part of the rights, as the writer, to chapters or sections or the entire e-book to a company who will then resell it to their clients with their name on the content. You can do this repeatedly as the writer and make money by selling individual pieces to many companies within your niche market. The people who buy part of the rights can sell your content as their own. This is especially useful for freelancers who can rewrite content they have purchased or written for repeat clients numerous times, instead of “spinning” material found on the internet.

Chapter Twenty-Seven: Warnings

There are some cautions when you are using private label rights to make money. The first is that having private label rights does NOT ensure that you have the copyrights. This can be tricky since copyrights are generally granted when a document is finished. That being said, a writer could sell you part of a document and claim that it is not necessarily finished, therefore denying you the copyrights. Also, by purchasing part of the private label rights you are not guaranteed the right to re-sell the material or allow others the license to re-print it. It is important to verify the rules of the contract between you and the author.