

MakeOver Marketing

how to master the fine art of turning trash into cash

A **Step-by-Step Guide** on
How to **Quickly & Easily**
Turn Resell Rights Products
AND Private Label Content Into
Profit-Pulling Powerhouses!



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Table of Contents

1.0 Turning Trash into Cash	7
1.1 Turning Digital Products into Cash is an Asset	8
1.2 Remember: There Are More Lousy Marketers than Lousy Products!	9
1.3 Focusing on Using Digital Products to Build Your Business	9
1.4 Profitable Ideas on Turning Digital Products into Cash	10
2.0 Creating Your Own Collection of Hot Selling E-Books	12
2.1 What You Need	13
2.2 The Pros	14
2.3 The Cons	15
2.4 Turning Digital Trash into Cash – Step-by-Step	15
2.5 How to Make Money	16
3.0 Building Your Own Resource/Membership Site	18
3.1 What You Need	19
3.2 The Pros	20
3.3 The Cons	20
3.4 Turning Digital Trash into Cash – Step-by-Step	21
3.5 How to Make Money	22
4.0 The Art of Reselling Digital Products	25
4.1 What You Need	26
4.2 The Pros	27
4.3 The Cons	28
4.4 Turning Digital Trash into Cash – Step-by-Step	29
4.5 How to Make Money	29
5.0 Starting Your Own Paid Newsletter or E-Course	32
5.1 What You Need	33
5.2 The Pros	33
5.3 The Cons	34
5.4 Turning Digital Trash into Cash – Step-by-Step	35
5.5 How to Make Money	36

6.0 In Closing and Call for Action	38
6.1 The Best Places to Search for Profit-Pulling Digital Products	39
6.2 The Irony of Information Overload	39
6.3 The Single Most Important Element in Turning Trash into Cash	40

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Chapter 1:

Turning Trash into Cash

1.1 Turning Digital Products into Cash is an Asset

Turning digital products into cash is a **powerful** skill that, if acquired, will **allow any person to virtually print her own money**. In contrast, *without* this skill, you can have access to an unlimited amount of digital products for free – and it won't matter at all; you'll never use it to generate any revenue whatsoever.

This is why there are literally **thousands** of different courses available on the Internet that discuss this specific topic: how to turn digital products into cash.

Now, there are a number of ways in which you can go about doing this, but the best of all is probably developing a knowledgebase. This doesn't mean to immediately start purchasing every product you find on the subject. Rather, go to one of the massive repositories of information on this subject.

You may want to consider such locations as forums, FAQs, websites, free reports, and free membership sites. You may find that the free information available at different locations throughout the Internet is on par or even better than information you could purchase.

You will want to put everything you read into context. Is it current? Is it support by other E-Books and experts? If not, you may want to think twice before you establish it as a principle in your mind.

You will more than likely want to spend a minimum of 45 days developing this type of knowledgebase before you attempt to turn any digital products into cash. Instead, figure out what the language of the profession is, who the experts are, and how they are doing what you want to do. Only once you have done this should you consider moving on to the “action” phase, which consists of actually trying to sell your digital products.

Whatever you do, remember that having the skill to sell digital products is a major asset. Don't take it lightly when you're educating yourself on the subject. If you have a weak knowledgebase, it will show in all of your selling efforts.

Throughout the pages of this guide, I will be showing you some of the Internet's time-tested ways on how to turn your digital dust into cash!

1.2 Remember: There Are More Lousy Marketers than Lousy Products!

If you've ever spent time reading popular forums, you've heard people complaining about how bad a product is or praising it for how excellent the information is – or how functional it is. This is especially true of marketing forums, where people almost always discuss the latest product launch in their field

It's not uncommon to see bipolar approaches to discussing new product launches, too. One approach will always focus on the negative parts of the product, lambasting it is a sham or as dysfunctional. The other approach will be a little more realistic and look at what was good and what could be improved upon.

Often, you will see the negative comments coming from those who have had little to no success promoting the product – or who, they themselves, have had no real experience in successfully launching a product.

In contrast, you will likely see the positive comments coming from those who have successfully promoted the product and earned; or those who know marketing well enough that they could successfully promote the product if they decided to do so.

There's a good reason for this: those who can successfully promote products and earn money know that almost any product, no matter how mundane it is, can be promoted with a high degree of success. They also know that a product doesn't necessarily have to be radically different in order to provide information that the end-user needs most.

One prime example of this is McDonald's. Their food was really nothing new or different or better than their competitors – and yet they swiftly defeated everyone else in the market to achieve dominance.

The difference was in how the business was positioned and marketed. In the hands of a bad marketer, it would have floundered; in the hands of a skillful marketer, it became one of the largest corporations in the world.

So keep this caveat in mind next time you hear someone attacking the latest digital product release: there are more lousy marketers than there are lousy digital products!

1.3 Focusing on Using Digital Products to Build Your Business

You've now acquired a number of digital products to use, but you're not sure of how you can use them to build your business. The best place to start is by identifying what you can and cannot do with these products.

In most cases, digital products will come with a set of rights, which will either be “*resell rights*” or “*private label content rights*.” The former, as the name suggests, only allows you to resell the product without modifying it. In fact, in some instances, it will even limit who you can sell it to or how many copies of it you can sell. The latter, on the other hand, allows you to modify the content as you wish and then resell it in your chosen form. You can even put your own name on it.

If you just have resell rights, your single goal should be to maximize your usage. If, for instance, you can sell 500 copies of a given digital product, try to sell all 500 before you start looking for new products to buy.

This advice sounds overly-simplistic, but, in fact, it is actually quite important, since almost no one who purchases “resell rights” products ends up maximizing their use. Instead, they purchase massive packages – and then end up buying another massive package before they finished using the first.

Now, when it comes to private label content, you should take the same approach, but also be a little more creative. For instance, you may want to consider pulling several chapters out of the product if it is a book – and giving them away for free to prospective customers -- or you may want to consider setting up a demo version if it is a piece of software.

Regardless of what decision you make, you will want to take the products that you have available and market them to your fullest capacity before you attempt to switch to something else.

1.4 Profitable Ideas on Turning Digital Products into Cash

There are a number of different ways in which you can turn digital products into cash. None is necessarily better than the other; however, some will ultimately yield more cash in certain situations.

One such profitable idea I would suggest is **creating a collection of e-books**. You can do this by purchasing private label rights to several different bundles of books. You can then combine them all in a single package. Since you purchase the private label rights, you can technically do with them whatever you wish. This includes modifying them or

including master resell rights with the e-books. This will get others to pick up your e-books and resell them, boosting your credibility as the author (via private label rights).

Now, in addition to this – or in lieu of this – you can **take your collection of e-books or articles and combine them into a massive content archive for a monthly membership site**. This could be either themed or non-themed; and you could either add them to a massive pool or only put up a certain amount each month. You could also charge a premium for joining and then allow members to download each resource for a certain amount of money.

You could also **include your bundled package in massive give-away events**. This will give you more chances to spread your name and to get people to opt-in to your email list.

Last, you could break apart your private label rights products and **turn them into paid newsletters or free e-courses** that you can use to up-sell members on other products. While this isn't done often, it can yield the best results if done properly.

And these suggestions are just the start. There are dozens of ways in which you can turn your digital products into cash. The lesser-known options may ultimately be the best for you... and I'll show you just that!

Chapter 2:

**Creating Your Own Collection of Hot
Selling E-Books**

2.1 What You Need

So what do you need to create your own collection of fast-moving, profit-generating products? In addition to the knowledge base I discussed earlier, you will also need several different tools, which will automate some processes and make others much easier.

When you break it down, you will need five different things:

1. **A considerable amount of private label content on certain products.**

If you're creating a niche site, then try to find all private label content in the same niche. Also, make sure that all of the private label content comes with rights that allow you to bundle it into e-books. Next, actually take the time to turn all of these pieces of private label content into e-books.

2. **Once you have finished creating e-books out of your stacks of private label content, you will want to move on to the next step, which is creating graphics for all of those e-books.**

Now, you can create your own e-covers and graphic sets by getting software or a script, such as the following: <http://www.projectstormdesigner.com> or you can hire a designer to do it for you at the following URL: <http://www.photoshop-indepth.com>.

3. **Next, you will need to purchase both a domain name and hosting.**

This is probably one of the most important parts, even though almost everyone simply goes the “cheap hosting” route. I personally suggest that you purchase a robust hosting package, which isn't too overly-expensive, but provides you with the features you need to run a professional site. You can find such an example at the following URL: <http://www.solobis.com>.

You will also want to keep branding in mind when you select your domain name, contrary to what some may have told you about the benefits of an anonymous business.

4. **To go along with your other selling tools, you will also need to create a sales page.**

You may want to consider soliciting the help of a copywriter, as having good copy can easily double or triple your conversion rate.

5. **Last, you will need to merchant account, which you can use to complete transactions.**

I personally suggest the following service: <http://www.2checkout.com>.

2.2 The Pros

There are a number of benefits to using private label content for your products, rather than creating new products. The first is obviously that it will save you either a significant amount of time or a significant amount of money.

If you actually create the products yourself, it will take hundreds of person-hours and the end result may even be less satisfactory than if you had simply purchased the private label content from someone else.

Furthermore, if you hire a ghostwriter to create the content for you, you could end up paying hundreds or even thousands of dollars to complete the project. In all likelihood, purchasing private label content will be considerably cheaper.

In addition to it being cheaper and requiring less work, purchasing private label content is also the fastest option. This means you don't have to wait on a ghostwriter or put in hours yourself before you have any tangible products that you can actually market.

Last – and perhaps the best – “pro” of using private label content is that it allows you to maximize the amount of products you sell. If you select a given niche to sell in, selling more products and reaching more customers will help you to establish credibility as an authority.

This, in turn, will exponentially increase the amount of sales you make. No longer will you be working from sale-to-sale to generate profit. Instead, customers will be coming to you to see when you will be releasing your next product, so they can reserve a copy or purchase it on the launch date.

All of these factors come together to spell out a clear answer: using private label content is often the best route for earning cash with digital products. It is also often the best route for creating quality content in the shortest period of time. Keep this in mind next time you decide to build a high-powered digital product.

2.3 The Cons

There are a number of “cons” to using private label content, too. While it is faster and cheaper, it is also often less personal and also has a higher level of distribution from other sellers. If, for instance, there is no set cap on how many copies a person can sell, then a highly-skilled marketer can purchase the content and expose it to literally thousands of people in your exact niche.

Not being personal, as I mentioned, is also a big problem. You don't actually get to create the content yourself. In fact, you don't even get the chance to guide or direct the making of this product, as you would with a ghostwritten product. That means that it won't necessarily interface with your other marketing efforts. It also might not be up to the level of quality you would maintain if you were directing its creation.

Another problem is that these products generally don't come with a complete selling kit. You normally will only receive the articles or the report in plain text format or in PDF format. If you want to add graphics and other marketing tools, you will have to create them at your own expense.

Additionally, if you want to differentiate your product from another product, you may have to edit PDF files to re-write portions, insert your own comments, and add diagrams and pictures where relevant and needed.

Last, you will also have to create your own sales pages for all of these private label digital products. This can be either time-consuming or costly. Either way, it will tack on a significant premium to your private label rights purchase costs, so do not expect only to pay for the bundle.

While purchasing private label content and reselling it can be quite a profitable activity, it is important not to falsely identify everything as perfect. There are certainly some challenges you will face, so do not expect everything to be simple and easy.

2.4 Turning Digital Trash into Cash – Step-by-Step

Turning digital trash into cash is an interesting process. You start by finding products that are literally being given away for free or for unbelievably low prices that come with private label rights. For many, these products seem like throw aways – like trash.

In reality, almost all of these products contain some good information, but they must be re-worked and re-bundled before they can be turned into viable products that could potentially make money on the Internet.

The first step to making money with these products is select a specific niche from private label content you already own, compile 4-6 books (each in the 20-30 page range), and then begin to edit them. You may want to read up on the content if you're not familiar. If they're marketing e-books, you can probably update them without much research.

You may want to spend one full day doing the editing part, just to ensure that the content you will sell is actually high quality and contains useful, actionable information.

Next, have e-covers designed for all of these e-books or as a package for the entire bundle. You will also want to title all of these books and include your own name or a pen name on all of them. For instance, you may want to say "John Doe's Guide to E-zine Marketing."

Once you complete this part, you will want to create a sales page, a thank you letter, and a checkout system. You will then want to put your product bundle on sale. Include full master resell rights to all of the e-books to make the bundle more attractive.

Last, you will want to setup a squeeze page for a mailing list, so you can begin building a perpetual pre-launch list. This list will introduce potential sellers to the concept of reselling your products, so they understand how to do it successfully before you ever ask them to purchase your bundle.

Once you have completed this process, you will want to begin heavily marketing your product in the proper venues. Additionally, you will want to contact membership site owners to see if they are interested in purchasing your bundle to resell it.

2.5 How to Make Money

Perhaps the most important question to ask is how you can actually make money with the private label rights model. This seems to be a common problem: people can easily secure products with private label resell rights, but it is almost impossible to then make money with them.

So how can you go about doing this?

You can start by **offering re-branding rights** to the products you edited or purchased as private label content. Re-branding rights simply means that the person who purchases your product can then edit all of the affiliate ids, so they she is earning from all upsales, rather than you.

This is a good point to add to sales letters or to include in marketing campaigns. If a person believes she will stand to profit more from distributing the products, she will be more likely to purchase them.

Another thing you may want to consider doing is **selling advertising space in your e-books**. You can do this by simply contacting owners of related products, membership sites, and forums – and ask them if they are interested in purchasing a reference or picture advertisement in your upcoming release. This may be easier and even potentially more profitable than simply using affiliate links.

Last, you will want to consider **scattering various lead-capture mechanisms throughout your e-book** to ensure that you will capture the largest amount of leads for your auto responder series. In fact, you may want to even give the book away for free – and allow others to do so – just to ensure that your book receives maximum exposure.

One excellent example of this model in action is Liz Tomey's collection of e-books with master resell rights. You may want to carefully examine how she does this before you try to attempt this same model yourself.

Chapter 3:

**Building Your Own
Resource/Membership Site**

3.1 What You Need

Now, if you plan to create a membership site, rather than a catalog of e-books, you will have to take a slightly different approach. There are a number of different ways in which you can do this, but I will suggest a plan below.

The first step I suggest is compiling your private label content in a format that is conducive to a membership site. Depending on how this private label content is intended to aid your customers, you may want to consider an e-book format, a short report format, or an article format. You may also want to simply frame the site in a format that is conducive to the products that you already own.

In addition to simply having content in a format conducive to your specific membership site, you will also want to purchase a system through which you can control your membership site. I would personally suggest that you consider Amember, which you can find at the following URL:

<http://www.amember.com>



The screenshot shows the homepage for aMember Professional membership software. The page features a navigation menu with links for HOME, PURCHASE, FORUMS, and CUSTOMERS. Below the navigation, there is a 'CUSTOMER LOGIN' section with fields for Username and Password, and a LOGIN button. The main content area is titled 'aMember Professional membership software' and includes a version number (3.0.3), price (\$139.95 USD), and order information. A 'Free Installation in 24 hours' badge is also present. The page is divided into three columns: FEATURES, NEWS, and TESTIMONIALS. The FEATURES column lists various capabilities like multiple payment systems and affiliate programs. The NEWS column lists recent releases of the software. The TESTIMONIALS column includes a quote from Steve CruiseStateroom.com.

Additionally, as with a normal catalog site, you will need to purchase hosting and a domain name. In the long run, you are far better off creating a branded, rather than a generic site. Consider that when selecting your domain name.

Now, for your domain and hosting, I would suggest the following two sites: <http://www.namecheap.com> and <http://www.nethost.ws>. Between these two sites, you

should be able to find an inexpensive domain and a reasonably good hosting service at a low price.

Last, you will need to select a merchant account to process payments to your membership site. I would personally suggest that you use either Paypal or Clickbank for this. Both of these systems allow you to setup recurring payments, which will make life considerably easier when administrating a membership site.

3.2 The Pros

Once you have built up a considerably large collection of digital products, you can then consider starting a membership site, rather than selling each digital product piecemeal or in a group as part of a bundle. There are a number of major advantages to this method.

Note that you will need to have the proper rights to all of your products in order to use them in such a membership site. Most likely, you will need some type of unlimited resell or give-away rights. Resell rights are ideal, as they limit the transmission of the product, keeping its value high.

Additionally, it is important to determine if there are any other issues involved with using your collection of products for a given membership site. In most cases, the answer will be *no*; in cases where the answer is somewhat dubious, simply do not bother to proceed. Use your other products instead. Sparing yourself a lawsuit will be worth whatever potential gains you gave up.

Once you have created your membership site and have started filtering items into your database, you will enjoy **considerable** benefits.

All you will have to do in order to continually generate revenue is to add several products (which you already own) to the pre-existing membership database each month, prompting **current members to continue to renew** – or at least to feel placated enough to avoid cutting the subscription.

Another one of the pros of **having a massive archive of resell rights products is that you break them apart and use sections to entice and build your mailing list**. You can then cultivate non-paying mailing list members into paying membership site members.

The key to all of this, of course, is building your archive of niche digital products with resell and master rights.

3.3 The Cons

You now understand some of the pros of owning a membership site that is fed by resell rights and master rights material; however, there are a number of important cons you should consider, too, in your analysis.

The first of these is that **managing a membership site isn't always as easy** as it may appear on the surface. Many membership site owners suffer from chronic subscriber attrition rates. If there isn't a clear and robust pipeline of new products and information, customers will simply leave.

Another problem membership site owners face is that **new subscribers will often join, drain the site's bandwidth by downloading every file, and then cancel their subscriptions for the following month.**

Membership site owners often also face the task of **policing file downloads** to ensure that members don't refer non-members to download areas, where they can obtain all membership-required files without paying.

Another major con to using the membership model is that **it doesn't always work well with affiliate sales.** It would require that your affiliates be paid each month. This means that you will have to have a paymaster who carefully notes affiliate sales and also cuts checks on time each month (*or processes electronic payments at a set date*).

The last major con to using the membership model is that **support can often drain a significant amount of your time** as the site owner. With members returning more often to download more products than would normally be the case, you will run into a considerably larger amount of technical problems – as well as complaints.

All of these cons might make a membership site seem like a bad idea, but, in fact, it can be quite profitable if implemented carefully. The key is to have a good paymaster (or system), outpace attrition rates, and provide high-quality customer service. This will ensure that you retain current members and also continue to increase your subscription base.

3.4 Turning Digital Trash into Cash – Step-by-Step

So how can you go about turning digital trash into cash using the membership model? It's just as simple as it would be with any other model: you follow a step-by-step plan designed to ramp up all of your efforts until they come to fruition.

The first step is to select a theme for your membership site by determining whether or not there's a demand for it. If there is a demand for it, use it as your theme; if not, trash it and go with something else.

Your next step should be to pick out products with resell rights or master rights and add them to a membership site database. In this specific case, you don't have to worry about flooding your users with extra information; simply provide them with what is needed. You can then add in extra information on a periodic basis.

You will also want to use this membership site to increase your own credibility within your given niche. You can do this by purchasing private label content and then putting your name on it. You can then distribute this information to members of your site for free.

Once you have done this, you may want to consider setting up some type of membership site script to administer all tasks you perform. Again, I personally suggest that you use <http://www.amember.com>.

Now, once everything is functioning well, you will want to setup a payment system for affiliates and then begin recruiting. This will ensure that you receive multiple streams of visitors and income without adding significant amounts of marketing input.

Last, you will want to constantly purchasing new products in this given niche and then give them away in your member's area.

Tip: You may also want to notify all of your members by email to let them know you have added new content.

3.5 How to Make Money

How can you make money with a membership site model? There are a number of different avenues through which you can generate revenue.

The first way to make money is to **charge a one-time fee or monthly fee**. If you're unsure of whether or not you will be able to constantly add updates to the site, then charge a one time fee of around \$67 to \$197. If, on the other hand, you know you'll have the time to update the site, then use a monthly fee structure; however, it would be wise to pre-plan your material for months in advance to make sure that you don't run out if you don't have enough time.

The second way in which you can make money with your membership site is to **sell advertising space** in your member's area. You can do this in several different ways.

The most basic, perhaps, is simply setting up contextual advertisements from YPN or Google AdSense.

You can also make money through advertising space by selling it to corporations or individuals. For instance, you could sell a certain amount of link spots on your right or left sidebar – or at the bottom of your page. You could also sell monthly, yearly, or permanent image advertising spots, such as skyscraper ads and banner ads.

Last, you can generate revenue from your membership site by using it to send out emails to subscribers. You can then advertise products as an affiliate – as well as your own.

One powerful example of a resale rights membership site model is <http://www.digital-resale-rights.com>, which showcases hundreds of different products – all of which the owner has spend the time to track down and the money to purchase.

One other example of a membership model can be found at the following URL:

<http://www.resellrightsmastery.com>



In this case, the owner is charging a one time fee, which, as we mentioned, frees him from commitment to the site later down the line. Instead, all he has to do is create a new product whenever he deems it necessary. Additionally, he sells advertising space on promotional emails to generate revenue.

Now, by no means am I trying to introduce an exhaustive model. Rather, I'm trying to explain a number of different ways in which you can do this successfully in order to push you to think of all possibilities.

Chapter 4:

The Art of Reselling Digital Products

4.1 What You Need

What do you need in order to put together a high-quality “bundle” of resell rights items that will sell like wildfire?

Surprisingly, you won't need all that much with the exception of a carefully-selected niche and a few powerful tools.

The first thing you will need is a **narrowly-themed, high-quality package of E-Books, reports, and other digital products**. In this case, it is important to make sure that these products are focused on a specific niche and are new releases. Any old, over-sold, low-quality products will only damage your reputation and lower the quality of your package.

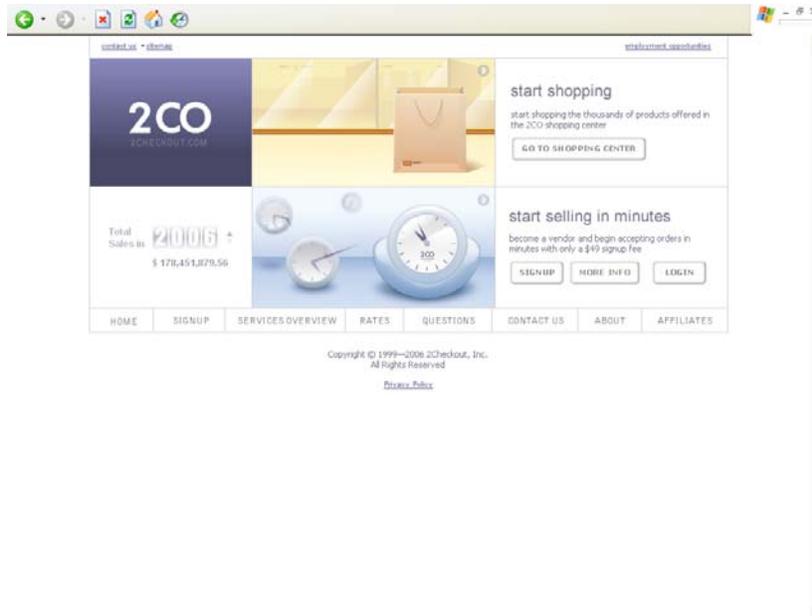
Additionally, with a package such as this, you will want to bundle anywhere between five and 20 products. Using more or less could decrease the perceived value of the entire bundle.

Once you have carefully selected the resell rights products you need, you will want to **create a powerful sales letter to market your product**. If you don't think you have the skills to create such a sales letter yourself, you will want to hire a freelance copywriter to do it for you.

You will also want to establish a **thank you page, which simply thanks your customers, tracks sales, and can be used to gain sign-ups for newsletters**.

As with other digital product selling approaches, you will need to purchase some form of hosting and a domain name. I would personally suggest that you use <http://www.solobis.com>. This is especially useful because it incorporates all needed selling tools into a single, low monthly priced solution.

Last, you will need to setup a merchant account through either <http://www.2checkout.com> and <http://www.clickbank.com>.



You will also want to setup a mailing list through <http://www.aweber.com>. You will also want to begin recruiting affiliates. This will help to increase the rate through which you make new sales and generate new leads.

4.2 The Pros

There are a number of important advantages to using bundled digital resell rights products over creating your own or using private label products.

The first major advantage is obvious: **you don't have to actually create the product bundle yourself**. This will save you an unbelievable amount of money. If, for instance, you were to create your own bundle of products, you would more than likely end up spending a minimum of \$200 per book. This would equate to \$1000 for a small bundle of five books.

Why do this when you could simply purchase individual resell rights products for less than \$25 each? The answer is that there is no good reason. In fact, not having your name on the products might even increase the credibility of the bundle. If your name is on all 20 books, it may look the bundle look generic.

Another major advantage is that **you can quickly put together a bundle of products and sell it**. All you have to do select various resell rights packages on sites throughout the Internet, purchase them, and then add them to a bundle.

In many cases, some of the better digital products available will come with master resell rights or resell rights, but you might not notice it initially. These, in particular, are the products you want to target. Not only will they add extra value for your customers, but they will also allow you to increase the price of your product bundle.

This is another bonus to using resell rights digital products: **you don't actually have to be the most creative person on the planet**. All you have to do is purchase products from those who are the most creative in your niche. In fact, you may find that many of the products you buy are better than you might be able to produce given your current budget and resources.

4.3 The Cons

At this point, you should understand the pros to using a bundle of digital products, rather than creating your own – or rather than selling them in different forms, including a membership site model or a basic site model. But what are the cons to using this method?

The first major con is that **you have to write a sales letter for the bundle**. This will include details for 5 to 20 products. If your goal was to quickly purchase and flip resell rights products, this is probably not the best route, as writing the sales letter could end up consuming hours of your time.

Another major problem you will encounter is that **resell rights bundling or packaging is very competitive**. Almost all list owners, from time to time, will purchase a number of resell rights products, bundle them, and then sell them to their lists. And in most cases, they will also sell them for unbelievably low prices. This means that many of your competitors will also be selling the same items – but they may be able to do it at more affordable prices, since they have a larger list to market to.

Additionally, whenever a new product is launched in your niche, **all of the webmasters who pick up the product as an affiliate will be likely to purchase all resell rights products and compile them as a giant bonus in order to compete with other webmasters who are selling the same product** – and who are also giving away all of the resell rights products they have access to as bonuses.

What does this all add up to? It's simple: the price of all of these resell rights products – especially if they aren't limited license or especially if they come with master rights – will be all over the market. In some cases, people may even be giving them away for free, which reduces the price even further. If you want to create a high-quality bundle, you will have to avoid these products.

4.4 Turning Digital Trash into Cash – Step-by-Step

You may know how to turn digital products into cash through various avenues, but how can you turn them into cash by bundling them? You can do it by following a simple three-step process, the end result of which is revenue generation.

In the first step, you will want to select five to 20 products. You may already have resell rights to these products. If not, you will want to hunt them down and purchase them. Preferably, you will want to find master resell rights. This will improve the different ways through which you can generate revenue.

Additionally, you will want to make sure all of the products fit a specific theme. You will also want to find products that are in-demand and that appeal to your prospects by being relevant and current.

The next step is to create a sales letter that effectively markets all of the features of the five to 20 products you selected for your bundle. You may want to consider signing up for Michael Fortin's forum to get copywriting tips. If not, you will want to contact a copywriter to create the sales letter for you.

Now, the strength of this package isn't in reselling the products themselves to generate revenue. Instead, the strength is the bonus, which allows your customers to resell the products and to reuse your sales letter for their own bundle.

Allowing your customers to resell your package will create new competition; however, it will also help you to close more sales. Rather than competing with webmasters when they create bonus packages for events or as part of a sales page, you can be the person who sells a basic package of digital products to all of those webmasters as the baseline of what they must have. This will allow you to close even more sales.

The last step is to setup your site, along with a sales page and an automatic checkout and thank you page. Once you have done this, you will want to start marketing the bundle of products either to you list or to a new crowd via affiliates.

4.5 How to Make Money

You've now learned how to bundle digital products in such a way that it can sell, but how you can maximize the amount of money each bundle generates for you?

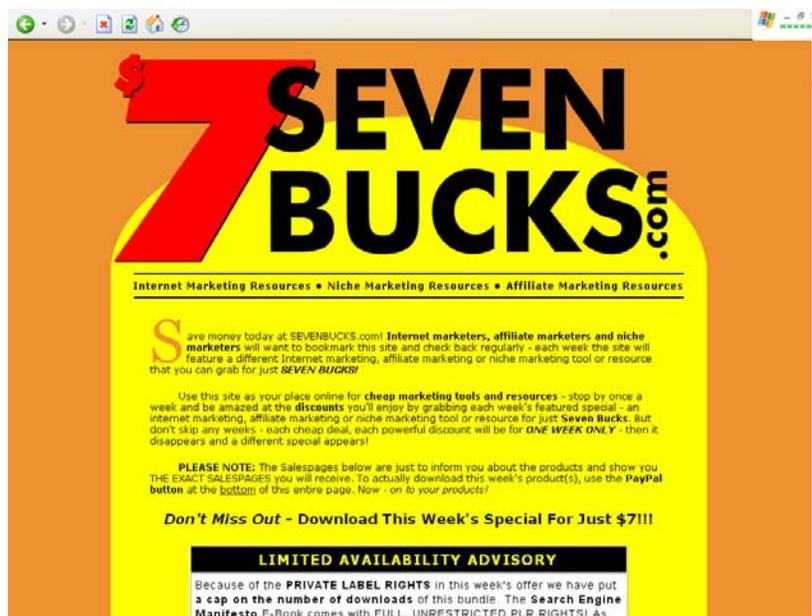
There are ways in which you can do this using master resell rights and resell rights products.

The first way you can maximize your profit is by **making all sales up front**; and then collecting leads. In this specific case, you may want to keep prices low to ensure that you maximize the amount of sales you make.

After you close the sale, immediately send your customers to a thank you page, where they have the **option to sign up for a newsletter**. Once they sign up for the newsletter, send them occasional tips, along with new product offers.

If you'd prefer to use a different model, you can always **sell back-end products using your resell rights bundles**. In this case, you will need resell rights items that have a license that allows you to alter them. Using this model, you can insert links and upsell items that are related to your product, but involve sending a customer back to your site, rather than to different sites and sales letters.

I personally suggest that you check out Doug & Teri Champigny's <http://www.sevenbucks.com> for a case study or swipe file item of this specific model.



At their SevenBucks site, Doug and Teri give all visitors the chance to purchase an extremely useful Internet marketing or affiliate marketing product for only \$7. This is an excellent model for two reasons:

- 1) It tells people that there will be a new product coming the following week, which will get them to come back, if only to see what it is; and

- 2) It tells everyone the prices ahead of them, which is low – and which will lower their barrier to purchasing.

Now, there's no one correct way in which you can make money using bundled resell rights products; however, above, I have suggested some of the better models you can use to do it effectively.

Chapter 5:

**Starting Your Own Paid Newsletter or
E-Course**

5.1 What You Need

What do you need in order to create a free e-zine or paid e-course using only private label content?

To begin with, as with every other method we've discussed, you will need a **large supply of private label e-books, content articles on a specific topic, and complementary digital products**, such as games, audio, and video. You will also need to make sure that all of this content narrowly focuses on a specific niche, such as *Internet marketing, e-commerce, self help, dating, or pet care*. The options are limitless, but your niche can't be; it must be focused.

Next, you will need a simple text editing program and a PDF converter. I would personally suggest that you use <http://www.primopdf.com/>. This will allow you to edit text and then convert it into PDF format.

In addition to this, you will need an auto responder. You will more than likely want to use <http://www.aweber.com>, which is inexpensive and includes a suite of free tools. You will also need membership site software, which you can find at the following URL: <http://www.amember.com>.

The next thing you will need to purchase is hosting and a domain name. If you plan on using a basic domain and hosting package, you will want to purchase it at the lowest price, rather than for what it includes.

You will also want to find some way in which you can manage your joint venture partners and affiliate partners. You can find a program such as this at <http://www.jvmanager.com> or <http://www.salesflurry.com>. This will enable you to easily pay affiliates and also recruit them faster.

Last, you will want to look into finding a high-quality merchant account. I would personally suggest that you use either <http://www.paypal.com> or <http://www.2checkout.com> – both of which are inexpensive to use. Paypal accounts are free to start, but charge 3.5% per transaction. And 2checkout accounts are \$50 to create and charge a low percentage fee per transaction.

5.2 The Pros

There are a number of benefits to using this model – some of which are obvious; others, not so obvious.

The first major advantage to the PDF e-zine marketing approach is that it gives you an **alternative means through which you generate revenue**. You don't have to rely on making one time sales or enrolling people in membership programs. Instead, you can send out an e-zine using private label content and then market to your subscribers occasionally.

You can generate revenue from this model in a number of different ways. One way is to offer a **one-time paid issue** to your subscribers each month. Another way is to actually charge money for your e-zine or e-course. Another way is to **sell products through your e-zine**. And the last way is to **sell advertising space** in your e-zine.

Another major benefit to creating a PDF e-zine with private label content is that you can market it to either **Windows or Mac users**. Either will be able to download the PDFs and read them, making it easier on you. This eliminates many of the problems your customers might face with different revenue-generation models.

The last benefit you will gain from a PDF e-zine model is that it will **increase the perceived value** of your product. Whereas a regular email e-zine or e-course in HTML or .txt format will have a low perceived value, a PDF e-zine will have a considerably higher perceived value. This will not only increase the perceived value over what it could potentially be with your own products, but it will also increase it over your competitors, who are running similar e-zines with private label content.

In summary, there are several pros to using private label content to build PDF e-zines. These pros are not only in the model, but also in the methods of revenue-generation they give you. Make sure you take this into consideration when selecting your method of revenue generation with the content you already have.

5.3 The Cons

Now that you know all of the reasons why you should consider a private label content PDF e-zine, you will also want to consider why other models might be a better choice to ensure that you select a revenue-maximizing model.

The biggest reason why a PDF e-zine model can be a downside that e-zines have *fallen out of favor in recent years*. People have become so accustomed to receiving email courses that they no longer see them as anything special. In fact, they often perceive them as spammy, even when they are not.

Another problem with this model is that it **relies heavily on affiliate marketing and paid advertising** to receive monthly paying customers. Rather than setting up joint ventures for a product launch, you will have to pay affiliates a recurring commission to do so; otherwise, you will have to pay money to pay per click advertising programs.

The last problem with this model is that your **prospects will be expecting much higher quality content than they would normally expect from free newsletters**. This is simply because your e-zine is in PDF format and has a higher perceived value.

For this reason, you will have to spend a considerable amount of time to edit the private label content you have. You will have to carefully break apart E-Books; you will have to fix inconsistencies in private label articles; and you will have to sync reports with your content to make sure everything is related and follow correctly.

If you don't mind doing all of this – in addition to occasionally adding your own content to the e-course – then this won't be a problem; otherwise, you may want to rethink whether or not the private label PDF e-course is the best possible model for revenue-generation.

5.4 Turning Digital Trash into Cash – Step-by-Step

Now that you know the pros and cons of selling digital products through the PDF e-zine model, it is time to setup a step-by-step process through which you can generate revenue with this model. I personally suggest that you take the following steps.

Start by sorting through all of your private label e-books, articles, reports, and miscellaneous content. Find a number of related pieces and carefully stitch them into four reports. In this instance, high-quality is paramount to your success. Additionally, target 6-8 pages with each issue.

After you've put together these issues, use Open Office to turn them into PDFs. Again, target 6-8 pages total; and start with an initial 4-issue give-away. You may also want to consider creating the extra 12 issues in advance. Since you are creating a high-quality publication, you will only need to send out one per month.

After you've done this, write a sales letter and a complementary “thank you” page. The sales letter will get them to opt-in. Once they have opted in, they will be sent to the “thank you” page, which not only thanks them, but gives them additional instructions – including a possible upsell, which could be an exclusive chapter for each of your issues.

In your sales letter, explain that customers will receive 4 free PDF reports upon joining. Further, explain that they will then receive a monthly issue thereafter until they decide to cancel their membership.

Last, after you have put together your entire system – complete with revenue-generation mechanisms – you will then want to begin marketing your system. You will more than

likely want to contact professional affiliates in your niche or in Internet marketing to ask them whether they would be interested in marketing your product in exchange for a recurring monthly commission on all sales.

5.5 How to Make Money

So how can you turn private label content into money using the PDF e-zine model? You can do it through several different avenues, all of which can be just as effective or can be combined with other methods.

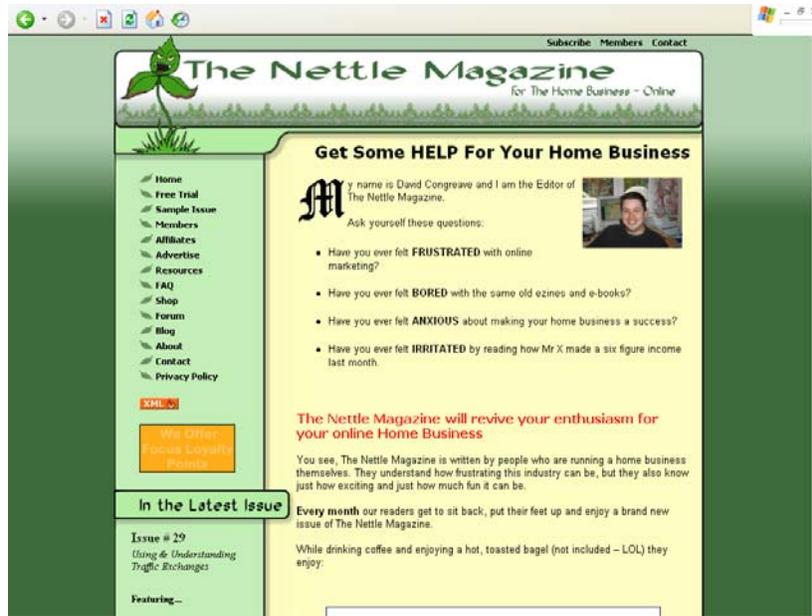
The first method is simple: **charge for monthly subscriptions**. In general, you will want to keep the price low, unless you plan to provide a massive amount of information and products. I personally suggest that you keep the price at around \$10 per month. If you used this revenue generation model, you could generate \$1,000 per month with a subscriber base of only 100 members.

It is important to keep in mind, however, that the price of the subscription will determine your attrition rate. While a high price might generate more revenue initially, it will also create a much higher attrition rate, whereby you will lose customers increasingly faster each month.

The next model of revenue-generation involves **selling space** in your PDF e-zines or e-course. You can use this separately or in conjunction with the first. If you use it in conjunction with the first, you can actually charge higher prices, since your advertisers will know that you have paying customers – not simply a list of people who forgot to unsubscribe.

The last method, which can be used in conjunction with the first and the second involves sending out **promotional emails to your list**. Because they won't expect promotional emails from a paid list, you will want to avoid this whenever possible; however, whenever you have something that is truly worth promoting, you may want to do a write-up and test the waters.

One excellent example of this three-layer model is <http://www.thenettle.com>.



This site makes use of several different types of revenue generation – all of which are tied in which resell rights items and his own writing skills. The owner offers a monthly paid e-zine and also finds other ways to increase revenues.

You will want to consider these avenues and others when decide how you should generate revenue with your private label PDF e-zine course.

Chapter 6:

In Closing and Call for Action

6.1 The Best Places to Search for Profit-Pulling Digital Products

You should now understand how to create an effective membership site, e-zine site, and product page site using resell rights content, master resell rights content, and private label content.

You're left with only one problem – how do you actually get the content you need if you haven't yet been able to find it anywhere? There are dozens of different ways, but I will go over four below.

The first is to search out give-away events. These almost always include free resell rights, master resell rights, and private label content products. Those running the events usually will give you all the items for free in exchange for an email address. This is definitely worth doing, especially if you are starting a resale-rights based business.

Next, begin searching for membership sites that offer private label, resell rights, and master resell rights content. You can find one such site at the following URL: <http://www.NicheEmpires.com>.

Another option you have is to join other people's newsletters in your given niche. In many cases, they will give away free private label or resell rights content. If not, you may want to join Internet marketing newsletters for people who regularly give away or sell content. You may be able to find a number of items you could use for free.

Last, find new resource sites and solicit the content. There are many places that will actually allow you to borrow, bundle, and resell their content. Search out these sites using forums, search engines, and directories.

Remember, in addition to these four methods, there are several others; however, using only these four, you should be able to compile a number of worthwhile products, such as PDFs, E-Books, reports, or e-zine issues.

Do not limit yourself to a single technique or method. Just remember to try to create products that have the highest perceived value.

6.2 The Irony of Information Overload

When it comes to Internet marketing, there are a number of woeful ironies. None is worse than the irony of informational overload.

Whenever someone asks for advice from seasoned Internet marketers, they will almost always get a reply that goes something like this “first, develop an information base through self-education; then, take action and continue to stay abreast with new developments.”

This is excellent advice, but unfortunately, many people fail in the self-education phase. They attempt to take in too much too fast – and are unable to analyze any of it well enough to actually put it into practice.

This is also apparent in non-IM niches. Many people who simply receive too many information products will often stop reading them altogether. Even though they could benefit greatly from the information, they have developed a negative connotation that prevents them from considering it.

This is important to keep in mind when attempting up-sales or building a membership site. If your primary audience is people actually reading the products (not selling them), then you need to make sure that you don't include too much information or too many products. The end result will be ironic if you do: members will download everything available (which they already perceived to be too much) and then they'll unsubscribe because they simply have no use for more layers of information.

One way in which you can work around information overload is to **offer “levels” of membership**. This means that someone can cut the price of membership by simply receiving one E-Book per month. Similarly, someone else, who has decided to resell your products, can increase his membership to receive 10 E-Books per month. This maximizes your revenue, prevents information overload – and subsequently decreases your rate of attrition.

Always keep the customer or subscriber in mind. If you're marketing to the wrong audience, you may end up dishing out a serious information overload to unsuspecting subscribers. The end result will be a major and unnecessary loss in revenues.

6.3 The Single Most Important Element in Turning Trash into Cash

The single most important element of turning digital trash into cash is one which almost no one takes – and subsequently is the reason why almost all Internet marketers end up failing.

...They fail because they don't take action.

As I've alluded to before, simply building a powerful foundation of self-education isn't enough to succeed. While it's a great starting point, it won't make you any money in itself. Instead, what it will get you is a foundation of principles to consider when actually acting out the reality of your business.

You will have to start the business yourself and you will also have to find out which models fit best for the different situations in which you find yourself. Now, having a rough idea of what is available and what has already been considered is an excellent starting point; however, it can't provide you with the specific information you need. Instead, you will have to start your business, feel out the market, and then revise backwardly using what you know.

Keep in mind that products – even those that have been inferiorly marketed – can be powerful, profit-pullers in the hands of the right marketers. It's as simple as that. If you take action and maintain hard work and consistency to whichever plan you select, you are bound to succeed. It is only a matter of time.

So stop sitting around. You've now read this E-Book and you know what you need to do. You know all of the different models through which you can develop your resell rights, master resell rights, or private label content-based business. You know how to create an e-zine, create a PDF, create a report – and then make money with each.

All you need to do now is to use what you've learned to make money. And the first step is taking action, so get started now!