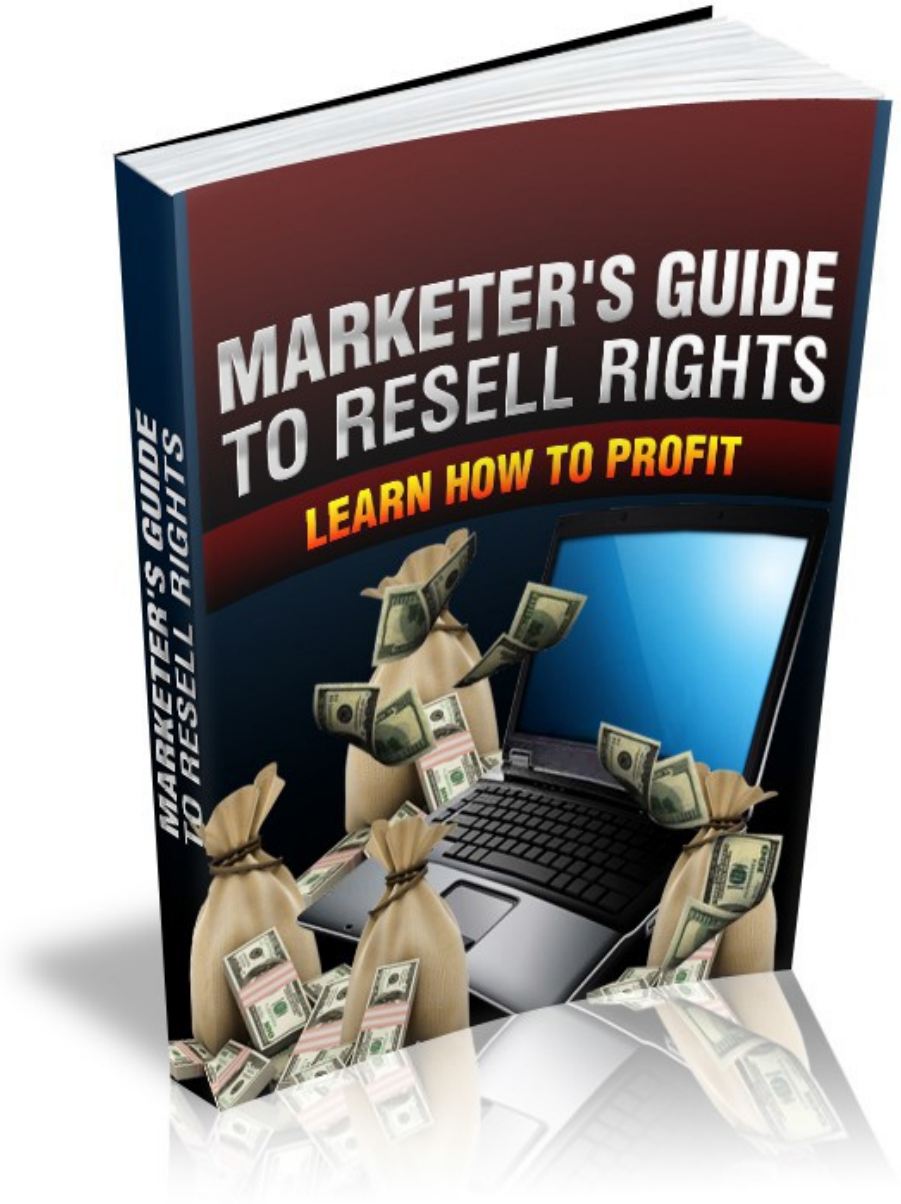
Marketer's Guide To Resell Rights



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Introduction

Make no mistake about it - starting an online business DOES require effort - but there ***are*** also shortcuts you can take that make things quicker and easier.

One of those things is **resell rights products** - and that's what this report is all about.

There are lots and lots of product creators out there who are literally giving their stuff away, and you can make money with them - and not only that, but if you do this right, you really do have the potential to make some serious coin.

This little Lady pictured below is a typical example of how you can really make money with resell rights. You will find her story later on in one of the chapters of this book.

Buying and selling Resell Rights products is the on-line equivalent of owning a business, without having the hassle of even having to think of an idea for a product, paying to create that product or even having to write a sales page for that product, it really can be a “business in a box”.

Bricks and Mortar V.S. Virtual Real Estate

When you open your shop on “Main Street” it can be a very costly experience.
You will need to lease or purchase your premises, you will need to invest in stock to sell, you need Business, Buildings and Trading Insurance cover, you may also need to employ staff, you need to ….....the list goes on and on ..... and more importantly your trading times may be restricted to what the local laws allow.

When you open your shop on “The Internet” it can be “quick” “easy” and relatively inexpensive! How much you will have to spend, will really depend on which software programs you want to use, but costs can really be kept to a minimum if you are short on start up capital.
On the Internet generally speaking your business is open 24/7 anyone can browse your site at a time that suits them, they don't have to wait for the high street to open.

You'll receive instant access to your software, even if it's 2 am in the morning.

I have no doubt that you have seen websites with order buttons on and the text underneath then stating “You'll receive instant access – even if it's 2 am in the morning”, unlike the High Street shop, their store really is open 24/7 and that's the magic of the Internet.

The Definition of Resell Rights

There are in general only two true Definitions of Resell Rights.
Master Resell Rights
Resell Rights

With Master Resell Rights, you have the right to sell the product to others and to pass on to them Resell Rights for the same product, so that they then in turn can sell the same product on to others.

With Resell Rights, you only have the right to sell the product to others and cannot pass on any other rights, other than allowing the purchaser the use of that particular product.

This works much the same as in the business world let's take McDonald's as an example; McDonald's is the Master Reseller, the Franchisee becomes the Reseller and their Franchised restaurant sells McDonald's products on to you the Customer, the only difference is that becoming an on-line reseller, you won't have to pay anything like the Thousand of dollars it costs to own a McDonald's Franchise. ?

Where to Source Your Resell Rights Products

Research here pays dividends in the long run. The ideal products to resell are ones that have the least competition, and are of the best quality. A lot of resell rights sites are very much like “jumble or thrift” sales, their products can be dated, sometimes the scripts they are selling don't work, and some of the site owners don't limit how many members or sales they allow.

The more members or sales they allow should determine whether it is worth your while to join, the less the better, as obviously there will be less competition.

It is a well known fact that out of every 100 members only 5 or 6 will actually take action and do anything at all with the products, most just leave them on their computer hard drive collecting “cyberspace” dust.

The ideal products you are looking for are ones that will have mass appeal, are in demand, are of high Quality and that you will be able to sell for a long time.

So, Just What is the Best Way to Source Your Products to Resell

This of course is going to mostly depend on what kind of budget you have to start your on-line business with. Most of the better quality resell rights sites charge a monthly membership fee to join, and in order to remain a reseller of their products, you have to keep paying that fee every month.

One site that has been online since 2006 is http://www.NicheEmpires.com the fee is $67 for the first 6 months, and then you can choose to renew your membership for just $67 for 1 Year. The site is always updated with new products – over 30 per month!

The products vary from EBook packages, to PLR articles, to videos, to software scripts and website templates. Each individual product comes with its own licence terms some with Private label rights, some with Master resell rights, some with resell rights and some are provided for your own personal use only.

There is unfortunately no indication of how many members they have, so you do not know how many other people have access to the same products.

Why then, are we recommending NicheEmpires.com? Simply because for the price, their membership cannot be beaten, hands down it is the best bang for your buck site. “They are a member of every single major resell rights site on line. So anything the other sites release is added to their site and you can literally save hundreds of dollars every month.

Another benefit to being a member is that you are not limited to just that one months products, once you sign up you have access to every single product that they have ever added to the site.

Alex, the owner of NicheEmpires.com also has a number of other websites offering even more products with resell rights, such as:

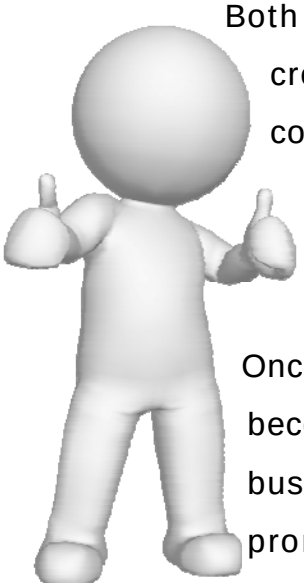
http://PowerPackedVideoVault.com
http://SummerMarketingMadness.com
http://PLRAudioBlowout.com
http://ChristmasOnCrack.com
http://ChristmasEmpires.com

There are literally thousands of products in these collections, AND NONE of the products are duplicated in any of the other packages!

Sourcing Individual Resell Rights Products

Remember the little lady from the Introduction page? No? Well, here she is again to remind you…

She's a little bigger this time! Her story is that she is part of a Resell Rights product package that was purchased directly from the product creator. She was part of a collection of 100 female images that were made available with Private Label use rights. Private label rights have more rights than just resell rights. The product creator also had 100 male images for sale too. Having purchased both sets of images, the purchaser bought a domain name, installed a membership script and uploaded all the images to the site, allowing others to sign up for a Lifetime fee of just $17 for access to all 200 images.



Both sets of images cost $17 to purchase from the original creator. The domain name cost $9 and the web hosting costs just $1 a month. If we do the math here, you will quickly realise that you would only have to sell 3 memberships to the site to start turning a profit.

Once you have sold 3 memberships everything else then becomes free money, and the purchaser has a ready made business for less than $50 all they have to do now is promote the site and make those sales.

And that's truly the main reason why becoming a reseller is great.... **Someone else creates the product for you.**

Choosing Your Niche

Prior to 2006 those who made a living online didn't have to specialize too much. There was not a lot of competition and it wasn't necessary to cater to a particular target market.

However, nowadays, the competition is fierce, and if you try to target too broad a market like "weight loss" or "Internet Marketing" or "Make Money Online" it will be nearly impossible to get good search engine rankings and you will find it incredibly hard to compete in too broad a field.
That's why it really is important to discover a niche and offer products targeted to that niche.

Niche marketing simply means marketing to a small subset of a group, such as "new moms who want to lose weight" or "baby boomer men wanting to lose weight". Care should be taken to ensure that the niche market is not **too** small though and that there are hungry buyers in that target niche.

To investigate whether there is a hungry market there who wants to buy your product, do some research. Type in a phrase like "weight loss for moms" and see how many competing sites there are on Google.

If there are none or are very few then that's a bad sign. It tells you that there isn't a lot of money to be made in that area as not many others are targeting that niche. Take note of how many ads are displaying on the side of the search engine page too. If there are no sponsored ads, again, this is a warning sign that there is not a lot of money to be made from the target audience.

Try a number of different keyword phrase variations when you search

Niche marketing does take some in depth research but it is very necessary. Your aim is to find a receptive audience and sell them exactly what they are looking for.

Another way to make sure that there is a market for your product is to search through forums that specialize on the target subject.

Search for weight loss forums or new moms forums or weight loss after baby forums, and see if there are a lot of posts, see what problems they have, see what they are talking about and how you could help them. Learn what your target market wants and find products to sell them to fill their needs.

This way, you will not be fighting to stand out among a huge crowd of marketers selling just any general product. You will be able to quickly select which of your resell rights products are suited to your target market.

Of course, the downside of this is that you are not going to be selling to as big a market as the other resell rights sellers, but that's okay. You will be selling your products to a highly targeted market that you have researched; and you will have verified that they have a need for your product.

Once you have settled on your target market take an in depth look at the resell rights products you have available to you, can you bundle more than one product together and make a superior product offering better value than any of your competitors may be offering.

Whatever you do, don't be tempted to just create a site that lists all the resell rights products you have access to. That market is too

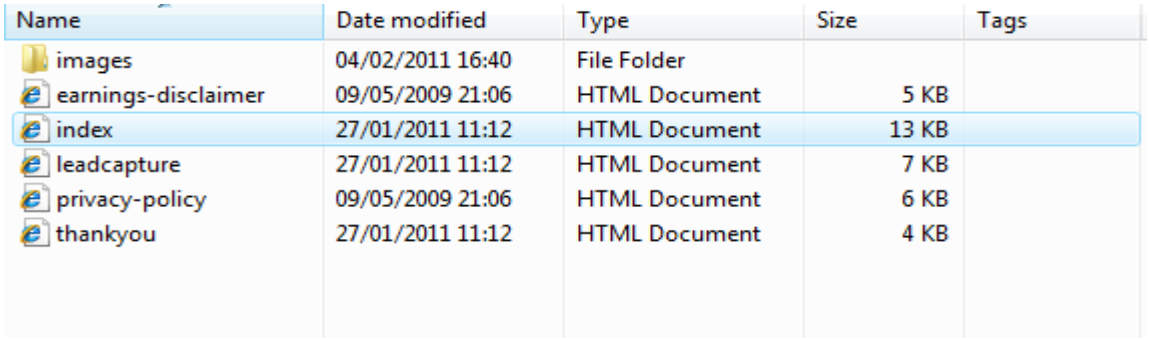
large and there are too many already trying to sell the same products to the target audience.

Your aim is to make your resell site unique once you have created one resell rights niche site, you can then go on to create another on a completely separate targeted niche.

Research the Product you are going to Promote

Before spending money on a domain name and hosting you need to check out the package that you are planning on promoting. This particular one is in the “self help” niche and it is titled “Affirmations”

This is the unzipped product package – at first glance, this product looks better than some do as it contains not only the Sales page and the product but a few other pages that you don’t generally get with resell rights products.



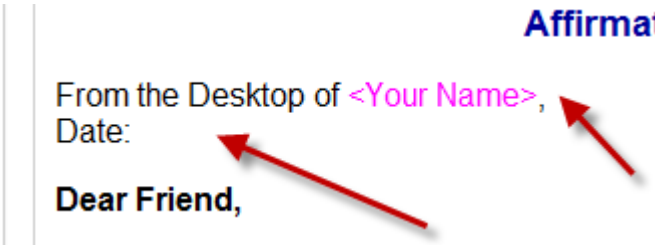
Name	Date modified	Type	Size	Tags
images	04/02/2011 16:40	File Folder		
earnings-disclaimer	09/05/2009 21:06	HTML Document	5 KB	
index	27/01/2011 11:12	HTML Document	13 KB	
leadcapture	27/01/2011 11:12	HTML Document	7 KB	
privacy-policy	09/05/2009 21:06	HTML Document	6 KB	
thankyou	27/01/2011 11:12	HTML Document	4 KB	

The index html document is the Sales Page. And you can see there is also a Lead Capture page (Squeeze page) useful for list building. There is also a ready made thankyou.html (download page) an

earnings disclaimer page and a privacy policy page. Those extra pages will save heaps of time, or will they?

Before you do anything else, open the files in your web browser and double check what needs fine tuning to suit your proposed site.

Let's start with the index.html (sales page) immediately we can see that there is some pink text that will need altering and the date script appears not to be working.



Have a good read at the sales page, is it good? Does it make you want to purchase the product? Does it need a few tweaks here and there in the Sales Copy to help it sell the product better?

The Sales Page does not have a price listed on it let's double check the licence file that came with the product, is there a set price you have to charge for it?

Here we can see the printed licence terms that came with this product

Yes can be sold

Yes can sell resale rights or master resell rights

You can add the product into your product bundle or package and sell for a higher price

Yes can be added to a paid membership site

You CAN give the product away for FREE

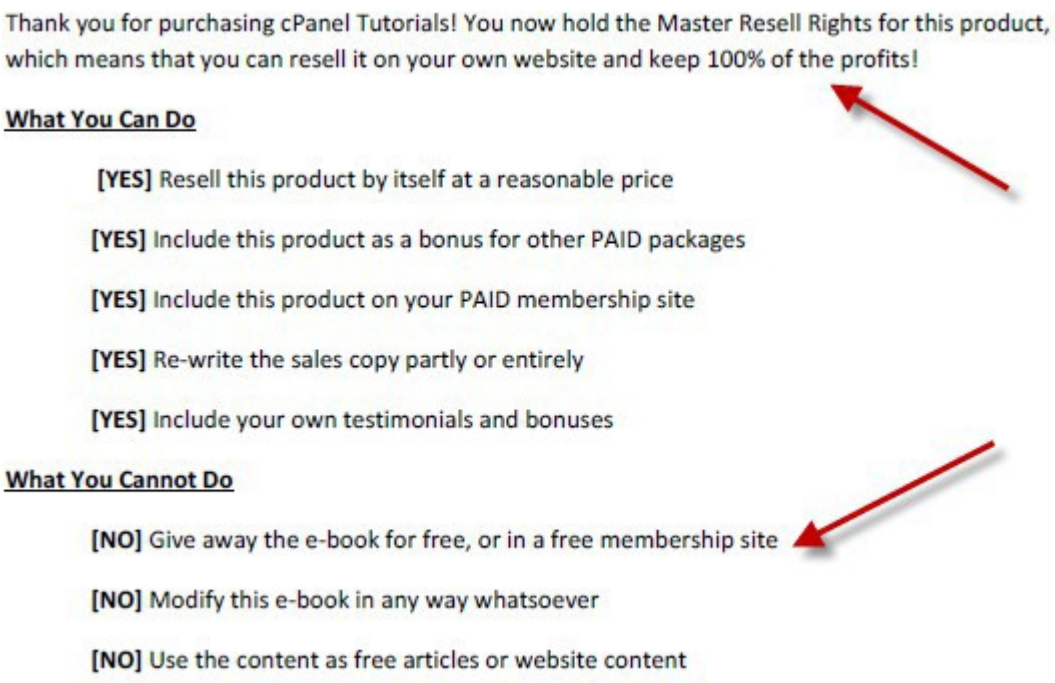
Uh oh! I've highlighted that last line as it effectively makes the product of no value to us at all.

How can we try and sell this package when others will be "Giving it Away for Free" to build their lists, because the package allows for it.

Aren't we glad we didn't' spend time editing the sales page. Let's find another package to promote.

So it's back to the members' site to find another suitable product to promote.

OK, so we have found another product that we would like to promote, let's unzip the package and read the licence file before we do anything else.



Thank you for purchasing cPanel Tutorials! You now hold the Master Resell Rights for this product, which means that you can resell it on your own website and keep 100% of the profits!

What You Can Do

[YES] Resell this product by itself at a reasonable price

[YES] Include this product as a bonus for other PAID packages

[YES] Include this product on your PAID membership site

[YES] Re-write the sales copy partly or entirely

[YES] Include your own testimonials and bonuses

What You Cannot Do

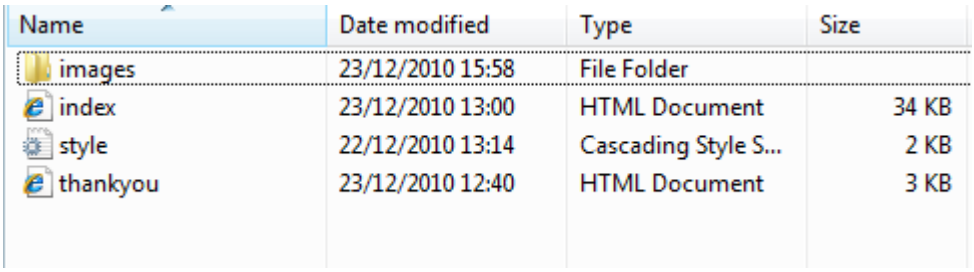
[NO] Give away the e-book for free, or in a free membership site

[NO] Modify this e-book in any way whatsoever

[NO] Use the content as free articles or website content

That is much better, the licence file confirms that we have the right to sell the product and to keep 100% of the profits, and it also confirms that no one has the right to give this product away.

Let's see what else has come with the product.
Great, there is the Index.html (sales page) and the thankyou.html(download page) It is always wise to change the name of the thankyou page to something that cannot be guessed by drive by down-loaders.!

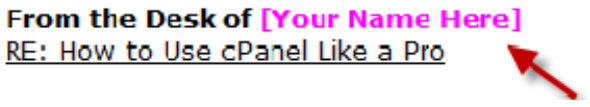


Name	Date modified	Type	Size
images	23/12/2010 15:58	File Folder	
index	23/12/2010 13:00	HTML Document	34 KB
style	22/12/2010 13:14	Cascading Style S...	2 KB
thankyou	23/12/2010 12:40	HTML Document	3 KB

This package though doesn't contain an earning disclaimer or a privacy page, which every good web site should have as a minimum, so we will have to make sure we add those to the package.

It has to be said unfortunately that no one resell rights package is perfect just some are better than others.

Now we have a product with the right licence terms, we will take a look at the sales page that came with our second product.



Again we can see that Pink Text will need altering. The licence file permitted us the right to amend and alter the sales page so anything we don't like we can change and we would advise that you read the page more than once and alter to suit.

Click Here to Secure Your Copy

[Your Order Links Here]

You should always expect to replace the order button on any resell rights page with your own order button. Be aware that some product providers leave their own links in place, so double check everything links back to your site and your PayPal account and not theirs. This particular product mentions bonuses too, so double check that when you downloaded the product, you downloaded the bonus items too. If you don't have them contact the product creator and ask for them. If they won't supply them, add your own bonuses or delete the reference to them from the sales page. Don't forget to change all the pink text you find with the right information.

Sincerely,

[Your Name]

P/S: We reserve the right to remove this incredible offer any time we want. If you are serious about taking your business to the next level, I highly recommend that you secure your copy right now.

[Your Contact Info and Site Links Here]

The Essentials You Will Need

Research a relevant domain name with a keyword in the title.

Sometimes the best keywords are taken, brainstorm a little, and check the results, what is the next, best title you can find that is available. Do your best though to have at least one keyword contained within the domain name.
Some web name registrars have keyword tools you can use to brainstorm for ideas for your web name.

You are free to register a domain name with any name registrar that you would like to use. www.namecheap.com is good for registering .com domain names and a new .com domain name will cost you $9.18 inclusive of fees.
www.123-reg.co.uk offers .co.uk domain names for just £2.99 per year however a .co.uk name has to be registered for two years as a minimum so your initial outlay will be £5.98 for the two year period.

Web hosting can again be purchased from any web hosting service you choose, and some webhosts will even offer you a free domain name just for hosting with them. One good reliable and inexpensive host is www.hostgator.com their lowest price at the moment is just $3.96 per month.

You will also need some kind of payment processor to take the payments on your website. The most popular payment processor is PayPal, PayPal charges you a commission on each payment you process, but does not charge you to set up your account. It is best to choose either a Premier or a Business account to handle the payments.
PayPal will enable you to take Credit Card Payments, receive e-checks and even have others send you money directly into your account.

Editing Your Resell Rights Package

So now that we are happy we have a good product to promote, we have registered a domain name; obtained hosting space for the site and registered with PayPal to take payments for the product. We are now ready to edit that sales page and put the package/product together.

You can use any WYSIWYG web page editor of your choice to edit the sales page. Kompozer or NVU are available for free download on the internet.
www.kompozer.net Kompozer will work with all operating systems. Edit the sales page and add your PayPal button to the site. Use either the design view or the source view as needed if you are not sure how to make a payment button at PayPal just simply follow the steps below.

You can create customized payment buttons for your website by following these steps:

1. Log in to your PayPal account at www.paypal.co.uk
2. Click 'Profile' near the top of the page.
3. Under 'Selling Preferences', click 'My Saved Buttons'. (Don't see this step? Follow the alternative instructions below.)
4. In the 'Related Items' box on the right, click 'Create New Button'.
5. Select the category for the payments you will be accepting in the 'Accept payments for' drop-down menu and fill in all required fields.
6. Select Step 2 and Step 3 for additional features.
7. Click 'Create Button'.
8. Click 'Select Code' to select the button code.
9. Copy the HTML code for your button and paste it into the HTML code for your website.

Or

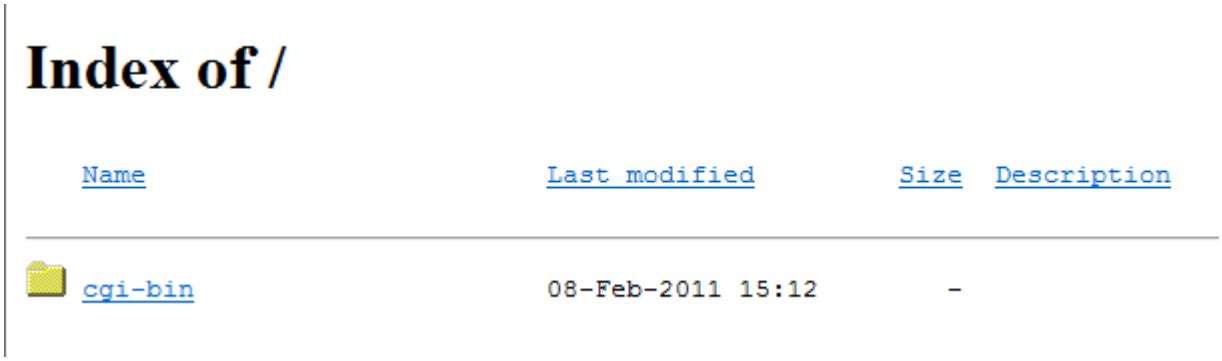
1. Log in to your PayPal account at www.paypal.co.uk
2. Click 'Profile' near the top of the page.
3. Select 'My Selling Preferences'.
4. Under 'Selling Online', in the 'PayPal Buttons' section, click 'Update'.
5. In the 'Related Items' box on the right, click 'Create New Button'.
6. Select the category for the payments you will be accepting in the 'Accept payments for' drop-down menu and fill in all required fields.
7. Select Step 2 and Step 3 for additional features.
8. Click 'Create Button'.
9. Click 'Select Code' to select the button code.
10. Copy the HTML code for your button and paste it into the HTML code for your website.

Uploading Your Product to Your Site

We have researched our target market and we have found which product we are going to use from the resellers site. The next step is to upload the product to our site.

Our site is ready, we have purchased the domain name, added the DNS settings to point the site to our hosting and we have edited the site pages and made our payment button so we are now ready to upload the package to our site.

At the moment our site looks like this!



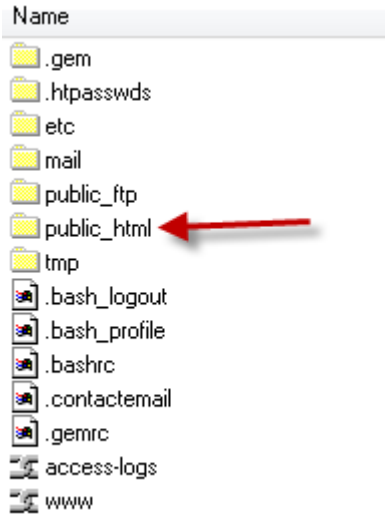
We will use an “FTP” program to add the product files to the site hosting space. There are lots of FTP programs on the market, some are free and some are paid for, also it is important to note that a lot of the WSIWYG webs editing programs have an inbuilt FTP system within them too.

The process of uploading the files to your web space is much the same as transferring files from one folder to another on your computer. Simply log onto your hosting space and transfer the files across.

You just log into your hosting space with the username and password that your hosting provider gave you when you agreed to purchase hosting from them.

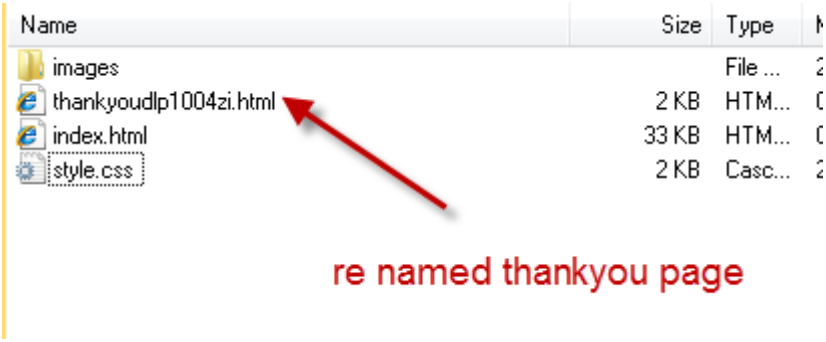
Connecting to your website and hosting space.

Create your connection in your FTP program. Follow the instructions and enter the details of the site, username and password. Then connect to the server.



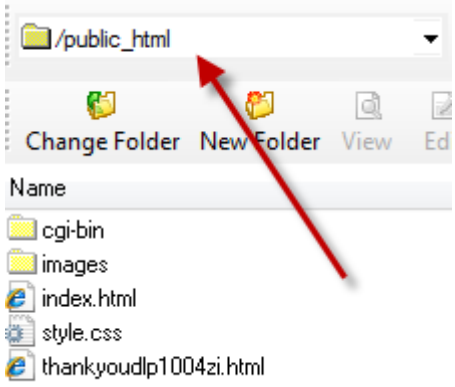
Your product files should be uploaded to the Public_html folder or to a folder within the public_html folder if you do not wish the product to be the main page of your site.

Open up the Public_html folder and open up the product folder on your computer.



Highlight the files on your computer and drag them over to the public_html folder on your hosting site.

With the FTP program that I use, I simply highlight the files and click the arrow button to transfer the files to the server.



Now we should have the sales page showing on the World Wide Web. Open up your site in your browser and check that the images are displaying correctly

Test that your payment button goes to your PayPal account. You can see that I have renamed the thankyou page to a harder to guess name, I would suggest that is the least you do if you do not want to use a download protection script. Open up your download (thank you) page and check that the links are working correctly for the customers to download their products.

Double check everything, if all is working correctly, you are ready to start promoting your new product to your researched and targeted niche market.

In less than an Hour we have a new site, new product and a new source of being able to add income to our ever growing range of products, without even having broken into a sweat.

Whilst you are still going to have to promote your new product the beauty of using resell rights is that you didn't have to take the time or the expense in creating the product in the first place. Your products get to the market place a lot quicker.

So aside from just simply selling the one product with resell rights (and don't forget you get to keep 100% of the money) what else can you do with resell rights products to enhance your web presence and earning potential?

Other Ways to Make Money with Resell Rights

Do you remember the product we looked at that had giveaway rights with it?
We said it was no use as a "reseller product", but the good news is that it does have other uses; the licence that came with it stated we could "give it away"
So why not do just that use the product to build a list of subscribers that you can tap into to promote your other resell rights products to.

Take a good look around the "resellers' site" that you joined, how many of the products are aligned? How many of them are suited to be partnered together?

Set up your own affiliate program for your resell rights products allow others to share the income

Offer free training courses using your resell rights products.

Why not bundles resell rights products together? This will enable you to offer a better value package to your customers. If your bonuses are of a greater perceived value, they are more likely to buy from you than from some other reseller.

One last and most important point, if you are tempted to resell software make sure you install it and test it, make sure it works, have a web site somewhere using the software that you can demonstrate to your potential buyers.

Remember your reputation stands by the products you choose to promote, so choose wisely and you too could very soon be carrying those big dollars home.

To Your Success!

Alex Major
www.NicheEmpires.com