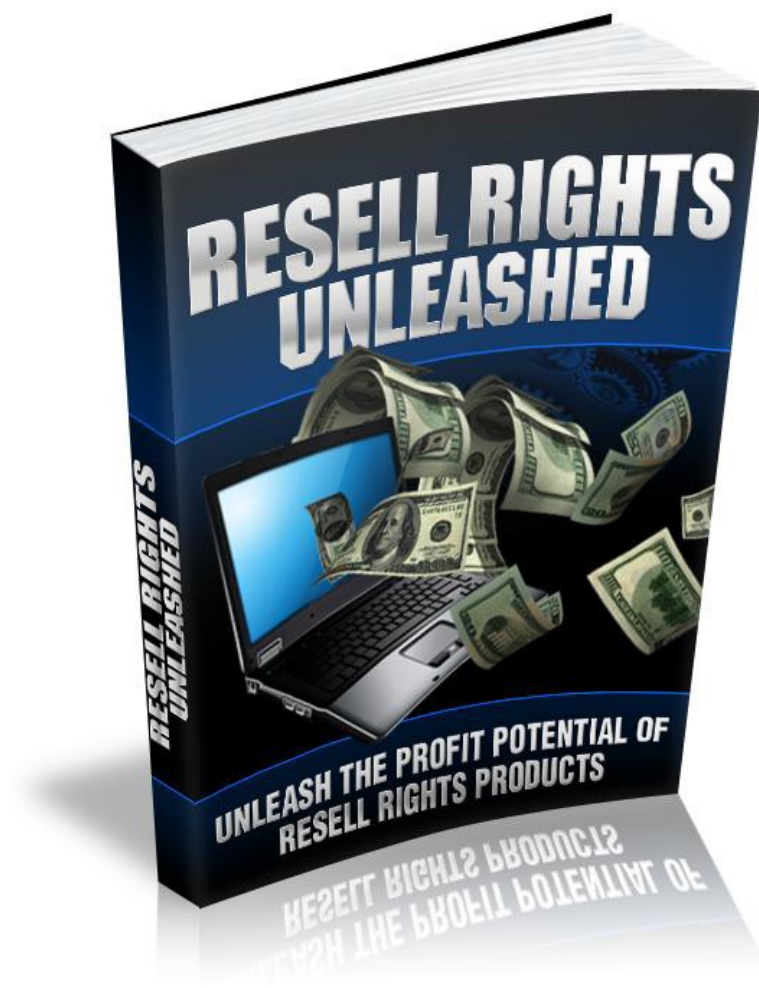


Resell Rights Unleashed

Unleash The Profit Potential Of Resell Rights Products



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Introduction

There is a lot of money to be made with resell rights products – and hopefully within these pages I’m going to show you how to do it.

Don’t think however that resell rights products are some kind of ‘magic button’ that you can press and become an instant overnight success.

If you want to make money online, you’re going to have to put in some work.

But make no mistake about it – selling resell rights products is a whole lot easier than creating an information product yourself from scratch.

When you buy and sell resell rights products online, you are running an online business without the hassle of coming up with your own product idea, paying for the product’s production, or writing the product’s sales page.

It’s the perfect way to tap into the HUGE market for information products but without putting in anywhere near the same amount of work.

Ready to get started? Ok, let’s begin...

Traditional Businesses vs. Online Property

When you open a traditional business, you are spending a lot of money. By the time you secure the lease or purchase your property, acquire stock to sell to investors, obtain the necessary insurance coverage, and employ staff, you're in pretty deep. Depending on the business you go into, you may have an extensive list of costs to consider and cover before you can even make your first dime—meaning you'll have to make a great deal of money before profit starts rolling in. Plus, depending on where you live, your business options may be extremely limited.

Opening your business online, however, won't take as much time, won't cause as much stress or headache, and certainly won't cost you the same kind of money. The amount you spend is greatly dependent on the programs you use, but there are things you can do to minimize your start-up expenses if you don't have a lot of capital to work with in the beginning.

Your Internet business will be “open” 24 hours a day, seven days a week, so even when you're sleeping, you have the potential to make money. You won't have to staff a building that's only open a certain number of hours a day and make your customers wait for you.

With digital products, your customers can place an order any time, day or night and get instant delivery—so you don't have to check your email

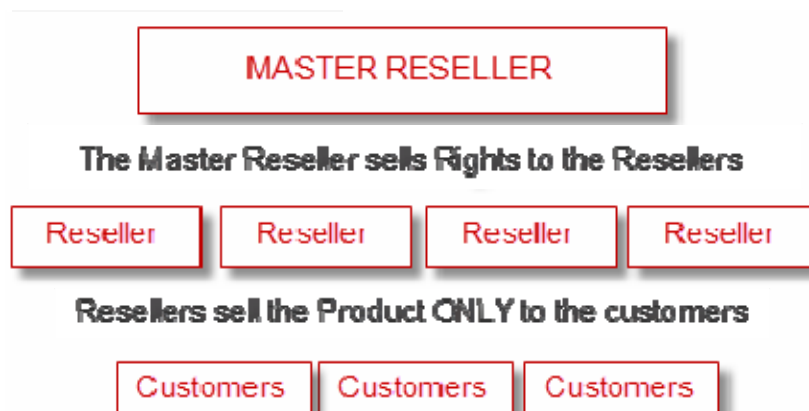
constantly and process orders, and your customers don't have to wonder how long it will be before the product is received.

What does Resell Rights Mean?

Generally speaking, there are only two different types of resell rights. You have master resell rights, and resell rights.

Master Resell Rights allow you to sell the product to customers, and along with the product, give them the right to resell it to their own customers.

Resell Rights allow you to sell the product to customers, but do not allow your customers to sell the product to their own customer base. Only the person who buys the product from you (or another reseller) has the right to use the product.



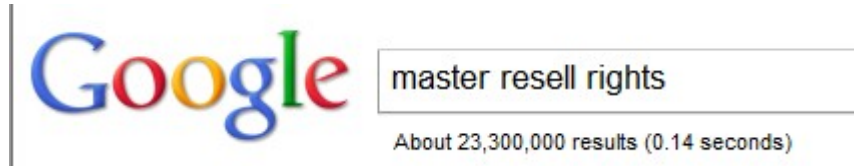
Business franchises work much the same way. Taco Bell, for instance, is the Master Reseller. The person who opens a local Taco Bell franchise is the reseller, who then sells food and drinks to you, the customer. The only real difference here is becoming a reseller of online products does not require you to pay several thousand dollars to get started.

Where to Get Your Resell Rights Products

Taking time to research this aspect of this business will pay off over the long term. The best products to resell are those that don't have a lot of competition, but are of high quality. Many resell sites have a lot products, but they are not the best quality, contain dated information, and don't place limits on how many people out there can be selling it. Products offering scripts or web applications don't always work, which takes away from value to the consumer.

When you are trying to figure out whether or not something is worth joining, consider that the fewer people there are the better off you are due to a smaller competition. Out of every 100 members who've joined to sell something, only about five or six of them will actually take action to promote the products to earn their own income. Many people sign up with good intention, and then leave the product on their computer, never to be touched again.

Take a second to visit Google, and search “master resell rights.” You’ll see a lot of results, but just a glance at the first page and you’ll see everything from \$47/month membership sites down to free “Gold” memberships available on a few of them.



Another site on the first page of Google offers \$5,000 worth of products for only \$19.95.

So order today and secure over \$5000 worth of products for the one time low price of only ~~\$69.99~~ **\$19.95!**

Sounds like a good deal, right? Since he’s listed a portion of the products that come in the bundle, we’ll use Google again to determine the competition that’s out there for these products.

[Product Launch Secrets](#)

Will show you step by step the methods to Successfully launch your online Products.

[Master Resell Rights](#)

For this example, we’ll Google the term, “Product Launch Secrets+MMR.”

The search results show there are more than 70,000 results for this term, with resell rights. A closer look at the first page in the search results shows the product has been available since 2009. Many resellers of this product are giving the product away, while others are selling the product for \$5.95 while providing resell rights to those who buy it.

That “good” deal doesn’t seem so good anymore, does it? You’re paying almost \$20 for a product that is outdated, and since most of your competition is giving it away, you’d really have a hard time selling it to people. Unfortunately, this is not the only site out there offering outdated products with resell rights.

So order today and secure over \$5000 worth of products for the one time low price of only ~~\$69.99~~ **\$19.95!**

You should be looking for products that appeal to a wide audience, and are top quality. The best products will be ones you can sell for a long time before having to look for a new, fresher, product.

The Best Way to Get Products with Resell Rights

There really isn’t a “best” way to get products with resell rights. The method you use will be dependent on the money you have available to you to get started. The top quality websites offering resell rights products will charge a fee to join, and after you join, you’ll have to continue to pay the monthly fee to retain access to the products.

NicheEmpires.com

www.NicheEmpires.com has been in business since 2005. The membership fee to join that site is \$67/ for 6 months (One Time Payment). Just before your 6 months are due to finish, Alex the site owner will send you an email with a special link in it, which will allow you to renew your membership for

a full 1 Year for the same price as you paid initially for 6 months (\$67) – thus saving you a whopping 50%.

This site is updated with new products on a monthly basis, and you're always guaranteed to receive over 30 hot new products each and every month. You can find everything from e-books and private label rights (PLR articles, to software and website templates, to videos. Each product will come with its own license, be it private label rights, (something you can claim as you own but cannot resell,) master resell rights, resell rights, or personal use only rights. None of the products disclose how many members have access to them for resell.

If you can't see the competition, then what's the point of recommending this website? The fact is this price is affordable for anyone, especially those who are just getting started, and they are part of all major resell websites on the Internet. Even though you won't be able to see how much competition you have out there, you can get your foot in the virtual door, and get access to all the other products listed on the sites with higher membership fees, which saves you money.

In addition to having access to the new products added every month, you'll be able to download any previously added products, regardless of when they were added. With that many products at your fingertips, you may need to buy an additional hard drive just to keep the ones you want!

Getting Single Resell Rights Products

Let's present an example:

If a product creator develops a collection of 100 images of women, and another collection of 100 images of men and makes them available for sale with PLR, you as the purchaser can buy them and get more rights than just "resell."

You can purchase a domain, setup a website, and install a membership program. Then, you can upload those photos to the site, and charge a membership fee of \$17 to customers to provide lifetime access to those images.

Each set of 100 images cost \$17 to purchase. The domain cost around \$9, and web hosting to put the website online costs only \$1/month. This makes your initial investment just \$54 (a year's worth of hosting is included in this figure.)

figure.) and you only need to sell three memberships to your website in order to start making money on your investment.

You've started your business for just under \$60, and now all you have to do is start promoting the website to bring sales. Any sale beyond those first three is "free" money you can use to re-invest in your business to expand your reseller efforts.

Choosing Your Niche

Before 2006, people who made a living online didn't have a lot of competition, and didn't need to specialize to create their ideal target market.

Things are different now though because there's a lot of people making money online, and a lot of competition as a result. For instance, if you come into the market trying to target terms such as "Internet Marketing," "Weight Loss" or "Make Money Online", it will be next to impossible to rank well enough on those search terms to generate traffic. This is why you need to take time to research and find your niche, and then select the products you want to market based on that niche.

Niche marketing is nothing more than marketing to a smaller section of a larger group. For example, your niche market could be "baby boomer men who are trying to lose weight" or "new moms trying to shed pregnancy weight" instead of the entire weight loss market. When choosing your niche, however, you should be careful and make sure the niche is not too

small, because if it's not big enough, you won't find buyers interested in your product.

To determine whether your niche has a market raring to buy your product, you will need to spend some time researching. Continuing with the new moms who want to shed pregnancy pounds example, turn to Google and search a phrase like "weight loss for new moms" and closely examine the search results.

If you don't see any sites or there are not many out there, this is not a good sign. Since you can tell there are not many people competing this area, there isn't a lot of money to be made here. Pay attention to the number of ads you see running down the side of the results page. If you don't see any sponsored ads, this is an indication that there's little to no money to be made from this audience. When doing your research, look up multiple keyword variations and compare results.

Niche marketing will require hours of in-depth research, but this is a necessary step. Without knowing your target market, you risk jumping head first into something that will not give you a return on your investment. Your research is meant to draw you to an audience that's ready to buy what you're offering, and to find something to offer that is exactly what they want to buy.

You can continue your research to ensure there's a market for your product by searching specialized forums on the subject.

Continuing with our example, look in forums targeted at new mothers. Look to see how many posts there are, the issues they have, what topics they are discussing, and how your product can help them. Use this research to discover what your market wants so you can go looking for a product that will meet their needs.

This approach will allow you to choose the products that are best suited to your market, and you won't be clawing your way to the top trying to stand out from other marketers who are promoting general products.

The downside to this approach is that you won't be selling to as large of a market as other people out there, but the trade off is that with a highly targeted market, you have an increased chance of making sales, because you already know your market needs your product.

After you've chosen the target market you're going to get involved in, it's time to really research all the products available to you. Consider all your options and determine if you can bundle multiple related products together to create a higher quality product than what your competitors have to offer.

Regardless of your approach, do not create a site listing all the reseller products you have access to. There are so many other people out there trying to sell those same products to the same audience, and the market is too big to make money with that angle.

Your goal is to create a unique resell site. After you've created the site in your first niche, you can replicate your efforts again to create another unique site for another product in another targeted niche.

Research the Product You're Promoting

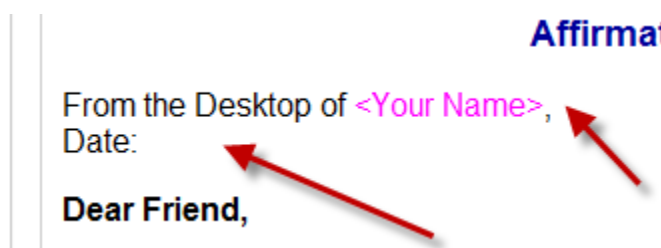
Don't get ready to buy your domain and hosting plan just yet. You'll need to spend a bit of time researching the product(s) you're going to promote. For the sake of this example, we're using a product called "Affirmations" in the self-help niche.

This is the uncompressed product package. When you first look at it, it looks like it could be better than others out there because many products do not have anything more than the product, and this one has the sales page, and a few other pages you need when you're selling 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	

Index.html is the sales page. Beyond this, you'll see leadcapture.html. This is the squeeze page, or lead capture page that you can use to build your list. Also included, you get a thankyou.html page that acts as a download page and serves to thank your customers. The package also includes a privacy policy and a disclaimer page, to help you maintain legal compliance. The extra pages looks like they can save you time, but will they?

Before deciding this is the product you want to use, open all the files in your favorite web browser to make sure they're going to work for you. When you open index.html, you'll see the date script isn't working, and you'll need to edit the pink text.



When you read the sales page, is it powerful enough to make you want to buy the product? If not, is it good enough to take a few simple edits to make it a more effective piece of sales copy?

The sales page doesn't have a price on it, so we'll need to take a second to look at the product's license to make sure there isn't a set price you have to charge when you sell the product.



The license terms that came with this product say:

- The product can be sold.
- The product can be sold with either resell or master resell rights.
- The product can be added to another product bundle to create a package to be sold at a higher price.
- The product can be added to a paid membership site.
- The product can be given away for *free*!

Why'd we highlight the last line? Well, that line tells us this product is pretty much a waste of time. If we're selling a product other people are giving away, then there's no incentive for customers to buy it from us!

Now we'll have to locate another product to sell. The first thing you should do is decompress the package to get a look at all its files, just like before.

Look at the license to make sure you can sell the product and keep all the profits (and make sure it's not available for free like our previous example!)

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

When you've done this, look at what the package includes.

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 particular product comes with a sales page, also named index.html and a download page, named thankyou.html. We recommend you change the name of the thankyou.html file to something that's a bit harder to guess so people can't get access to your files without paying for them.

This particular package doesn't have an earnings disclaimer or a privacy policy page, so you will have to create these and add them to your website. These are two pages every website of this nature should have, to cover your bases legally, but not all reseller packages will have them built in.

Now that you know you can sell this product and it is not legal to give the product away for free, it's time to take a look at the sales page for this one to see what kind of work needs to be done.

From the Desk of [Your Name Here]

RE: How to Use cPanel Like a Pro



This product also shows us there is some pink text that will need to be changed. The product license grants us the right to change the text to suite our needs, so we can get rid of or change the parts we do not like.

Check to see if your product mentions bonus products. This one does, so you'll need to make sure you downloaded the bonus products, as well. If you can't get them, ask the product creator for them. If you still can't get them, remove any and all references to the bonus products from the website.

[Click Here to Secure Your Copy](#)

[Your Order Links Here]

Always be prepared to replace the “Buy Now” button on any sales page, because you’ll need to put in your own button. Some product creators create the sales page and leave their button code in place, which means sales you make will go back to their PayPal account.

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]



Getting Ready to Resell: The Required Essentials

Now that you’ve selected the right product to promote and you know how it should be setup, it’s time to get the domain. You should spend a bit of time relevant researching keywords and their search volume, because the final domain you buy needs to have the keywords in it. This makes it easier for search engines to rank you, and makes it easy for visitors because they know exactly what to expect.

Chances are, the keywords and domain you want are taken. It's not the end of the world if this happens; you just need to brainstorm a bit more to figure out the best possible title available. If at all possible, leave at least one of your primary keywords in the domain. If you're having trouble, there are some domain registrars that make use of keyword tools to help you generate ideas for your domain name.

There are many different domain registrars out there to choose from, and you can use whichever one you like. Most registrars will give you a free domain with a year's worth of hosting, and many companies offer domains for under \$10/year.

There are many different web hosting companies out there, with a variety of plan options and price points. Many of these plans allow you to host more than one website, which is an ideal choice for people who plan on launching several reseller products across multiple niches. HostGator offers cheap and reliable hosting, with plans starting at just under \$4/month.

Before you can take payments on your website, you will need to secure a payment processor. PayPal is the popular choice, though they charge a small commission from each payment you receive. There are no fees for setting up the account, which is why many beginners lean toward using it. Other payment processors require a merchant account, which requires a substantial capital investment to setup. Though there is a personal account

option, it is best to setup either the Premiere or Business account. A PayPal account will enable you to accept: e-checks, credit card payments, and direct payments from other PayPal users.

Customizing Your Resell Rights Package

Once you've selected the right product to promote, you have your domain name and hosting setup, and have a PayPal account in place, you are almost ready to start your business. The next step is to customize and edit your package so it is unique to you.

You can use a WYSIWYG website editor, such as [Kompozer](#) or Adobe Dreamweaver to edit your HTML files. Kompozer is available for both Mac and PC, and is an open source program, which means you can download and use it for free. Adobe Dreamweaver is a commercial product that you must purchase a license for, but it also available for both PC and Mac computers.

You'll need to edit the sales page of your package to include your PayPal button before your site goes live. You'll have the option to view the code or the design in either program, so choose whichever one works best for you.

Creating Your Custom PayPal Payment Buttons

If you're not sure how to go about creating your custom payment buttons, follow these instructions:

1. Login to your account.
2. Click “Merchant Services.”
3. Click “Create New Button.”
4. Fill in all the required information for Step 1.
5. Since you’re selling digital products, there’s no need to track profit and loss in Step 2.
6. Step 3 will allow you to fill in the URLs for your Thank You page, and also to redirect them to a page if they choose to cancel their order and it is not completed.
7. Click “Create Button.”
8. Click “Select Code” to highlight the button’s HTML code.
9. Press Cntrl + C or Cmd +C for Mac to copy the code to your computer’s clipboard.
10. Paste that code into the HTML for your sales page.

You’ll have the option to save the button for later use. You can also return to a previously saved button to grab the code again, or to edit slightly to produce another payment button for a different product.

Upload the Product

After you’ve researched the target market, found the product you’re going to promote, secured your website, setup your PayPal, and edited the package to include your payment button, you’re ready to upload the

product to your website. Without this step, customers who place an order will not be able to download it after their payment has been processed.

Index of /

<u>Name</u>	<u>Last modified</u>	<u>Size</u>	<u>Description</u>
 cgi-bin	08-Feb-2011 15:12	-	

You'll need to use a file transfer protocol (FTP) program to send the files from your computer to your web host so they can be live on the Internet. Your WSIWYG web design program likely already has one in it, but if not, there are both free and commercial FTP programs available for both Mac and PC platforms. Your web host provides the information you'll need to connect to your server via FTP.

Connecting to Your Website via FTP

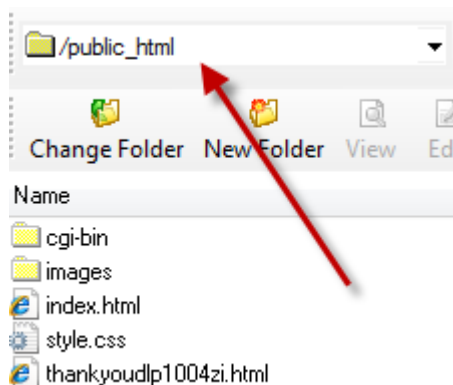
Follow the instructions provided by the program to create the connection to your web host. Most of the time it's as simple as going to the File menu and selecting "New Connection." Enter the domain name of your website, and your FTP username and password. If you do not have this information, check the welcome email you received when you created your hosting account. If you still can't find it, talk to customer service, or login to the hosting control panel and create a new FTP user from the dashboard.

If you want the product files to be the main page of your site, upload them to the “public_html” folder. If you do not want them to be the main page of your site, upload them to a folder inside the “public_html” folder. Keep in mind that folder name will be part of the URL, though. For example, if you upload your files to the “product” folder, the URL will be:

<http://yourdomain.com/product/filename.html>.



On your computer, open the product folder. In your FTP program, open the “public_HTML” folder. Select the files from your computer and drag them into the FTP window. This should automatically start the upload process. If not, you can find the “upload” command in your program and it will open a window to allow you to select files from your computer.



When the upload completes, the sales page should be live on the Internet. Visit your site in your favorite browser to make sure that everything looks okay. Do a test run to make sure your PayPal button works right and directs people to send payments to you.

If you're not using anything to protect your downloads, it is a good idea to rename your "thankyou.html" page to something much harder to guess, to prevent people from stealing your files.

Now open whatever your thank you page is, to test and make sure it works. You should be able to download your product. If you cannot, your customers won't be able to either.

Once you've looked everything over and found that all pages, links, text, and images look and work okay, it is *finally* time to start promoting the product.

In just a few hours (or less if you're a fast researcher) we've built a new website, created a new product, and a new income stream to our portfolio, without breaking a sweat or even leaving the house!



While you'll still need to invest time in promoting the product, the resell rights mean you didn't need to invest time or money in building the original product. This means your products get to the market and make you money faster.

Beyond selling one resell rights products and keeping all the money, there are other things you can do with the rights to strengthen your own presence and increase your earning potential.

Making Money with Resell Rights in Other Ways

When going over how to select the products you want to promote, our first product wasn't useful as a resell product because the license granted us the right to give it away for free. Even though we can't make money selling it directly, it can still help us make money! You can use it as a free gift for people who subscribe to your email list. Once you build a substantial list of

subscribers, you can then capitalize on them every time you release a new product for sale.

Take some time to go through all the reseller's rights products sites you have joined, and make note of all the products that would go well together in a bundle. Create some product bundles with an increased price on them, and offer "bonuses." This is a great way to compete with other resellers out there, because customers who think they are getting a better deal, or more for their money, are more likely to buy from you instead of your competition.

Setup an affiliate program on your website that promotes your resell rights products, so you can have your own sales team out there working for you, and share the profit.

Use your resell rights products to offer free training courses.

Those of you out there who want to make money selling software products, it is important to download, install, and test each of the products you are considering reselling. You want to make sure it works and provides something useful to your consumers before you try to sell them. Setup the software on a website that you share with your customers so they have a demonstration to see what it looks like and how it works before they buy it.

When you choose a product and endorse it, your reputation is at stake. You shouldn't just choose products for the sake of increasing your income. You should choose products you stand by and would use yourself. This will increase your sales overall and serve you much better than randomly choosing a handful of products.

Conclusion

There is a lot of money to be made with resell rights products – and I hope I have shown you in this report how you can take such a product and then turn around and sell it for profit.

Quite honestly, it's not that hard!

The most important thing is to choose your products carefully and then just **take action.**

I really can't emphasize how important this is. If you don't take action, you won't make any money – so PLEASE don't make the mistake of just reading this report and then doing nothing with it

To Your Success!

Alex Major
www.NicheEmpires.com