



FIRST CLASS

RESELL RIGHTS MARKETER

FOR ALL RESELLERS IN THE MAKING

Your Blueprint To Becoming A First Class Resell Rights Marketer

Chapter 1: Your Introduction To First Class Resell Rights	
Marketing	1
Chapter 2: What Are Resell Rights?	3
Chapter 3: The Different Types Of Rights In Internet Marketing...	6
Chapter 4: What You Can And Cannot Do With Resell Rights	
Products?	9
Chapter 5: The Pros Of The Resell Rights Business.....	12
Chapter 6: The Cons Of The Resell Rights Business.....	14
Chapter 7: Common Resell Rights Myth Dispelled	16
Chapter 8: Exhibiting the First Class Reseller Success Mindset ...	19
Chapter 9: Not All Resell Rights Products Are Created Equal	21
Chapter 10: Never Invest In Products That Are More Than	
2 Years Old	24
Chapter 11: Always Look Out For The Terms And Conditions	26
Chapter 12: Demand First, Product Second	29
Chapter 13: In The Resell Rights Business, Credibility Matters ...	31
Chapter 14: Thinking Beyond Making Just Up-Sells	34
Chapter 15: The Best Places To Source For Top Notch Resell	
Rights Products	36

Chapter 16: What You Need For Your Resell Rights Business	38
Chapter 17: How To Set Up Your Resell Rights Business	40
Chapter 18: Planning Out Your Resell Rights Business Model	42
Chapter 19: Generating Targeted Traffic into Your Reseller Sites	45
Chapter 20: How To Build A List Of Loyal, Paid Customers	47
Chapter 21: First Class Tips on Growing Your Resell Rights Business	50
Your Road To Success Starts Now	53

Chapter 1

Your Introduction To First Class Resell Rights Marketing

Dear Valued Reader,

Hi! Thank you for investing in First Class Resell Rights Marketing, where you will discover all of what it takes to become the next Resell Rights marketing superstar **in your own league!** 😊

As you can see, the series have been broken down into 3 volumes, and for a few good reasons.

For one, it makes information digesting **easier** for you.

Two, like anything else that requires skill, there is a certain “**step-by-step**” method to perfecting it. I reckon breaking the contents down into 3 volumes would easily highlight each critical success phase to marketing as a reseller for profits – **MASSIVELY**.

Three, I will NEVER assume you know EVERYTHING. With that in mind, these guides have been written with **your own** goals and benefit in mind: to know and achieve what it takes to be a star

reseller and possess the skill to make money at will **buying and reselling** other people's products!

Even if you are seasoned pro, I strongly believe you will indeed pick some "golden nuggets" in the coming pages, which can prove to be valuable in the thousands (or more!) to your existing Online Empire.

Now before you continue, may I advice you something? Grab some snacks and a cup of coffee before you pull up the chair. If you're printing this guide out, all the better! ☺

Because believe me, it's not of something you know so well.

In fact, I'm pretty excited about it all even as I write this.

And you are about to discover why in a moment.

Yes, I know you would. Because this is the same information that has helped me maximize my online monthly income simply by adding the "Resell Rights arsenal" to my Online Empire. And **now you too can do it!**

Chapter 2

What Are Resell Rights?

There are many different ways to make money online. For someone starting out it can be difficult to try to figure out just what to do. One of the first things that a person should do is start looking into the different ways to make money online.

One popular method that can really get a person to start making money fast is using resell rights. Resell rights are when a person creates a product and then sells that product and the right to use it to others.

There are different types of resell rights. The actual way resell rights are used is based upon how the transaction is set up. In some cases the original owner of the product simply sells the rights for the buyer to use the product, not resell it themselves.

In other cases, though, the buyer secures the right to both use and resell the product. Of course, the whole process is not that simplified, but that is the basic idea.

Another popular method of making money online is through affiliate programs. However, when you compare affiliate programs with using resell rights you can easily see why it would be better to go with resell rights.

First of all, with an affiliate program, you are selling someone else's product. This basically means that you are not going to be making 100% off of your sales

because you have to pay a part of any revenue to the person or company that owns the rights to the product.

With resell rights, you own the product and therefore you get 100% of the sales. Additionally, once your customers pay for the resell rights, only then they can make 100% profit off the product because they have bought the right to do so.

With affiliate programs, there are no upfront costs and everything is basically set up for the affiliate. This may seem like a great opportunity. However, what usually happens is that since the affiliate didn't have to really put much effort into starting up their business, they are not that motivated to see it succeed.

With resell rights you are creating the product and making some type of investment. You are motivated to see it succeed and you work hard because of that.

When looking for ways to make money online, many people overlook using resell rights. It is usually because they feel that they just don't want to take the time to create a product.

It seems much easier to go with an affiliate program because all the work is basically done for you. This is not the only way to benefit from resell rights, though.

You can buy someone else's product and resell it. You do not have to create your own product. You can take full advantage of resell rights and buy something from someone else that has it up for resell. Then you can sell it, with or without resell rights, to your customers.

That is another benefit of using resell rights. You can use someone else's product and still make 100% profit. Plus, you can get started quickly, just as with an affiliate program.

When it comes to comparing affiliate programs with using resell rights, it is clear that you can become much more successful with resell rights.

You have the motivation to work harder and you are earning more for your efforts. Resell rights offer you creative freedom and total control, as well.

Resell rights open many doors that just aren't available when using other methods to make money online. That is why it is worth looking into resell rights if you want to get into Internet business.

Chapter 3

The Different Types Of Rights In Internet Marketing

The Internet is a whole different place to do business. Along with the convenience of digital products, comes a need for additional security features to protect your work.

The chances of someone stealing or misusing your work are great online. You have to be sure that you understand all the steps you can take to protect what you have worked so hard to create.

When it comes to resell rights, once you resell your product you can still maintain some control over how it is used. The control comes from a variety of rights you, as the creator, has.

There are two types of resell rights. There are basic resell rights and master resell rights. The difference between the two is very important to understand.

Basic resell rights give the buyer no right to resell the product. Only you, the creator, have the right to resell the product.

Master resell rights, on the other hand, give the buyer the right to resell the product, too. So with master resell rights, both you and your buyers can then resell the product.

There are further rights that can go towards adding extra protection to your work or to specify exactly how your product can be used by the buyers. They specify things like what the buyer can and can not do with the product after they purchase it and exactly how they can sell the product.

Re-branding rights give the buyer the right to replace affiliate ads and links in the product with their own. Typically, a product sold without re-branding rights means the buyer can not alter the product at all and must keep your links intact when it is resold.

This has a perk to it because then you are getting free advertising with every sale of the product. However, allowing buyers to purchase re-branding rights can make the product more appealing because then they have the ability to make additional profit from their purchase of the product.

Usually for re-branding rights the buyer is charged a fee. This fee can be ongoing so you make residual income from the sale.

With resell rights, there is usually a specification made about how the product can be resold. Many times the product can not be given away for free and a minimum price is placed on how much it can be sold for.

Give away rights allow the buyers to give the product away. Sometimes give away rights are also specified, such as the product can only be given away as a free gift or as a special gift to preferred customers. This helps cut down on the book being given away and misused.

Private label rights take re-branding rights a step further, giving the buyer even more control over the product once they purchase it. Private label rights allow

the buyer to alter the product in any way. They can change the content or whatever they want.

They can not, however, put their name on it as their original work. Some buyers will be very interested in private label rights as they can then tailor the product to best suit their personal needs.

All of these rights associated with resell rights are important. As a seller, you should understand them so you can choose the rights and options that are best for you and your business.

Chapter 4

What You Can And Cannot Do With Resell Rights Products?

Not every resell right product is the same. When you are getting into the resell right business you have to understand the specifics and the details associated with resell rights.

With each product the original author has likely specified what can and can not be done with their product. If you use the product in a manner that does not conform to the original author's intentions you may end up with a lot of problems.

The first thing to understand about resell rights products is that they are not all sold to be used to make a profit. Some are sold for individual use only, meaning they are meant to be sold only to the buyer and the buyer can not resell the product or use it for commercial gain.

Some products that are sold can be resold by the buyer, but the buyer can not alter the product at all. Still other products are sold with the full right to resell and alter the product in any way.

Even amongst these three types of resell rights, the conditions and terms can vary. The main things to check in the conditions and terms of any resell rights

product purchase are how it can be used and what can be done to or with the product.

The things that are most often highlighted about the use of the product are:

- The use of the product as a gift or bonus.
- The use of the product on a paid membership website.
- The use of the product in a paid package.
- The free give away of the product.
- The sale of the product on an auction website.
- The ability to offer resell rights to customers.
- Re-branding rights to the product.

These are all usually part of the deal when the purchase is made. The original seller will specify if you can or can not do these things with the product.

In addition to how the resell rights product can be used, most sellers will also specify what can be done to the product once purchased. Most often the buyer is not allowed to copy or alter the material within the product in any way.

They also are not allowed to use illegal tactics, such as SPAM, to sell the product. These terms usually are put in place to protect the author. The condition of not being able to use illegal tactics to sell the product is because if a person uses illegal tactics, it can come back on the original author.

Failure to follow the terms and conditions could result in copyright infringement or even criminal issues. It is very serious to pay attention to the specifics of a resell rights product purchase.

With every purchase the terms and conditions can differ. That is why every time you buy a resell rights product you need to go over the details to make sure you understand how it can and can not be used.

If you make sure to understand all the details then you should be able to get the best use form the product without violating any rights of the original author.

Chapter 5

The Pros Of The Resell Rights Business

The resell rights business is a very hot Internet business. That is due to many different reasons. When compared to other Internet businesses, the resell rights business provides more opportunities and more ability to make money.

One of the biggest advantages of the resell rights business is that you can make money in a variety of ways. There are four main ways to make money with a resell rights business.

You can make money from upfront sales. Upfront sales are simply the reselling of the product, as is, to your customers. This is an immediate way to make a one time profit.

You can make money through backend sales. Backend sales are building residual income into the product. This is done by inserting affiliate id's and links in the product. Your buyer will then use these links and you will end up making money through your affiliate programs, too.

Another way to make money is to sell the rights to your buyers that will allow them to put their affiliate ids and links into the book instead of using yours. You simply charge them a fee for doing so.

Lastly, you can sell the resell rights to your customers. This allows them to do, as you are doing, reselling the book to their customers.

Besides ways to use resell rights products to make money, other pros of the resell rights business are that it is all digital. You do not have to keep an inventory or mess with shipping. Most of the delivery and sales process can even be set up to be automated so you really do not have to do anything.

Resell rights products are also perfect for the Internet market. People go online looking for information. The resell rights business caters to that need by providing quality information they want. It is the idea of supply and demand. On the Internet, people want information and with a resell rights business you can give it to them.

Additionally, with a resell rights business, you are the business owner. You do not have to answer to a boss or worry about company protocol, like many other, so-called businesses.

For example: affiliate programs, while a great income opportunity, they come with the hassle of having to deal with the main company and their policies. But with your resell rights business you are completely in charge.

You have the ability to structure your resell rights business in any way you want. You can create the terms and conditions that provide you the maximum income opportunities. You can sell however you want and to whomever you want. You have the control and therefore you can decide how much you can earn.

The resell rights business offers many advantages over other Internet business. It is a fairly easy business that is not demanding on your time. It features a product that people are wanting and therefore that they will buy. The resell rights business is just a hot business and getting into it is a wise way to make some good money.

Chapter 6

The Cons Of The Resell Rights Business

While the resell rights business is a very great way to earn income online, it still comes with some disadvantages. The cons of the resell rights business are mainly things that you just have to be aware of.

Once you learn how to deal with the disadvantages you can easily overcome them and turn your resell rights business into a profitable venture.

The biggest disadvantage of the resell rights business is all the complexities. With every resell rights product there are terms and conditions. It is very important to understand them.

When you are buying a resell rights product, you have to take special care to understand what you can and can not do with the product. If you misuse the product or violate any terms and conditions you agreed to during the sale then you could face some problems.

Another disadvantage of the resell rights business is that it can be quite competitive. This is true of any industry, but with resell rights products, you are going to run into other people selling exactly the same product as you are.

The original seller is obviously not just going to sell to you for they are also selling to many other people as well. You have to make sure you are not competing with these people or it could be hard to sell your product.

When it comes to actually selling your product, you also have to iron out your terms and conditions. This can be difficult because you have to honor the original terms and conditions you agreed to when reselling, plus you have to set your own details up as to how your customers can use the product.

There are so many variables that this whole process alone can become quite time consuming. You should look into the different aspects of terms and conditions involving resell rights products so you fully understand what you need to do when setting up your own.

If you choose to create your own resell rights product, then you have the job of coming up with unique content. You want quality content that is useful, practical and interesting.

Plus you have to actually format the product so it is easy to use and looks appealing to your customers. Creating your product involves some technical knowledge of programs like word processor, paint and Acrobat.

Also, when developing your own original product, you should create a marketing package to go along with it that will help your customer resell the book. This is helpful to them and you, in that it will help them make sales.

The disadvantages of the resell rights business are much like the disadvantages of any other business. The bottom line is that as long as you keep in mind that this is a true business and treat it as such, then you should do just fine. The cons of the resell rights business should not stand in your way of achieving the success you desire.

Chapter 7

Common Resell Rights Myth Dispelled

As with any business, there are many myths surrounding the resell rights business. Myths originate from people's misunderstanding about the business and how it works.

Additionally, since the resell rights business is largely online, that only furthers the misunderstandings. People tend to believe anything they hear about the Internet and some people are still quite untrusting of the power that the Internet holds.

If you are looking to get into the resell rights business, then you need to take a look at the common resell rights myths so you can understand them and why they are not true.

One of the biggest myths associated with the resell rights business is that it is not a profitable business. This could not be further from the truth.

The resell rights business is a hot business on the Internet where earning potentials are huge. The main reason this myth exists is that people believe there are too many people in the resell rights business and therefore competition is too stiff.

The Internet is a huge place and competition is less stiff compared in the traditional business world. With the Internet, success is all about marketing. As long as a person can market well, then competition doesn't mean a thing.

The resell rights business does have a lot of people involved in it. However, the need for information from the business far outweighs the demand. People go online everyday searching for information.

We are talking millions of people who are looking for different types of information. Not one reseller can cater to them all. It takes a whole market of resellers to handle the demand.

There is enough business out there for everyone in the industry. The resell rights business is not likely to ever be oversaturated because the Internet is too huge and the demand is too high.

Another myth is that it is too hard to get started in the resell rights business. This is another false myth that is fueled by people's fear of Internet business. In the early years, many Internet businesses did fail.

That was not because the Internet is a bad place to do business, but rather because these people did not treat Internet business as a real business.

If you go into the resell rights business thinking of it as a real business, then getting started is no more difficult than getting started in any other business. You need to have a plan that includes all the aspects that are needed to make the business success.

Resell rights business myths are simply alive because people do not understand the industry. They do not understand that selling information is something that was destined for the Internet.

Think about it. The Internet is basically the home to information. So selling information via the Internet through a business like resell rights is ideal.

Don't let the myths you hear about the resell rights business keep you from following your dreams. Take a chance and show people those myths are false by starting your own resell rights business and becoming a success.

Chapter 8

Exhibiting the First Class Reseller

Success Mindset

When it comes to being successful in the resell rights business, you must have the right mindset. You need the first class reseller success mindset. You have to believe you can succeed and then do the things that are necessary to make that success a reality. It is all about putting your mind into it and doing it.

One of the biggest points of having a first class reseller success mindset is the belief that you will be a success. You have to believe in yourself, your product and your ability.

You should be selling a product that you can be passionate about. You should love your product and believe it is the best product of its kind out on the market.

You should be so passionate that when you speak to someone about it, that passion is conveyed to them. They should get excited about the product, too. It is this excitement that gets people in the mindset of buying, which is your goal.

You should also feel secure about your business. You need to have a plan. You have to map out what you are going to do to make sure your business is successful.

Once you have your plan, you have to follow it. If you do not stick to your plan, then what is the point of having one in the first place? Having a plan will give you confidence because you will always know what you are doing and where you are going with your business.

You also have to be active. You can not just sit around waiting for sales or waiting for something to happen. You have to make things happen. You have to go out and get the sales. You have to be proactive. It is your actions that will ultimately decide the success of your business.

To really help you get in the first class reseller success mindset, you should build your knowledge of the market. This way you can be comfortable. If you are comfortable, then you are not likely to make bad decisions or second guess yourself.

Your comfortable attitude will be displayed to others as confidence, which will in turn let them have confidence in you. You will find building trust with your customers is much easier.

Once you build trust sales come naturally and you build good customer relationships that mean future sales. It all adds up to more profit for you.

A first class reseller has the mindset that they will be successful. They can have this mindset because they are prepared, they are confident and they are passionate about their business.

With this kind of mindset you can rest assured that success is going to happen. You no longer have to wonder if you will be a success. Now the question is when will you be a success? The answer to that is one only time can answer, however, with your new mindset you know it will happen.

Chapter 9

Not All Resell Rights Products Are Created Equal

Resell rights products are created by people just like you. Many of these people are creating these products for the first time.

They may not have any special training or education in the area they are writing about. They may not be an expert, even though they claim to be. The quality and the content of resell rights products can differ widely.

When buying reselling rights products, there are many things you are going to be looking at. Sometimes, with worrying about the details and the conditions involved with the product, you forget to look at the actual product.

Before you ever begin speaking about buying a product, you need to actually look at the product first. If the seller refuses to let you see the product in its entirety, then it is wise to be a bit leery about the sale.

The author may be trying to hide something. However, it is not likely the author is simply going to hand the product over. They would be risking a lot in doing so. Instead they may offer you a discounted price to buy a copy to look at with a 'money back guarantee' should you be unsatisfied.

They may also provide you with samples of the book. With samples, though, you are not going to be able to get a full picture of what the book is actually like, so you should really try to get a full copy of the complete product.

Whatever the case, you should look at the product before purchasing resell rights. You would not likely buy anything without seeing it first. The same goes for resell rights products. You need to check it out to ensure it is worth buying.

You should read through the product and check it out completely. Any links should be checked to ensure they work. You should verify information if you are unsure of its accuracy.

Additionally, you should try to verify the author's background so you can ensure they actually have the knowledge to write something on the topic at hand.

Another thing to look at is the presentation of the product. It should be something pleasing to look at and easy to use. Every feature or function should work properly. You should ensure that the product is something you would feel comfortable about selling.

Resell rights products can be marketed so wonderfully that even the worst products seem to be great upon first glance. However, if you end up purchasing a bad product, then you are stuck with it and very likely will be unable to turn much of a profit from it.

When it comes to resell rights products, make sure to get a money back guarantee. If you have a good money back guarantee, then should anything be wrong with the product, you can get your money back.

Resell rights products should be chosen with a bit of scrutiny. You want to buy the product so you can resell it and make money, so you have to make sure it is a good quality product that will be able to make you money.

Chapter 10

Never Invest In Products That Are More Than 2 Years Old

When you are first starting your resell rights business, you have a very important decision to make. You have to decide what product you are going to be reselling. This involves shopping around and doing a bit of research into the products you are interested in.

One of the biggest and most important rules of reselling rights products is to never invest in something that is more than 2 years old. There are many reasons for this.

A product that is more than 2 years old is out of date. It has stale content. It is likely to not even be accurate or provide information that is no longer useful. The links in the product are probably dead as well. Basically an old product is not a good product.

If you buy a product that is more than 2 years old you will either have a lot of work to do to make it accurate and updated or you will find you have plenty of unsatisfied customers.

The Internet changes fast and therefore the information in a resell rights product become outdated quickly. Websites move or change their address, business close and what once may have worked doesn't work anymore.

No matter what subject matter you are dealing with, information becomes dated fast and you have to be aware of that, especially when dealing with resell rights products.

In order to avoid buying a product that is more than 2 years old, you need to take a few steps. It may seem easy to tell if a product is more than 2 years old, but that is not the case, especially with resell rights products. You can not always trust that the date or dates listed in the material is accurate.

As products switch hands from reseller to reseller, things can be changed. The links or the information even can be altered, depending upon the resell rights of the purchase. In any case, the original information in the product may not be what you get from your purchase.

You have to pay close attention to any dates found in the product and any other information that may signal how old the product really is. You also have to verify the information for yourself.

You should check out the links and the information before ever buying the product. You can not always trust the seller whether they are being honest when they tell you the product is new or updated.

The bottom line is that it is your responsibility to make sure you are buying a product that is not more than 2 years old. You have to ensure that you are getting fresh content. It is your reputation that is on the line, not the reputation of whomever you bought it from.

Your customers will hold you responsible. It is much better to take the time to research the product before buying then to deal with unhappy customers later on.

Chapter 11

Always Look Out For The Terms And Conditions

In the resell rights business, the terms and conditions of a sale are of the utmost importance. It is the terms and conditions that can dictate your ability to profit from your purchase.

So, you have to be sure that you completely understand the terms and conditions when you are purchasing a resell rights product.

There are some main things to look for in the terms and conditions. These things dictate how you resell the product. It is very important that you understand what they so you do not violate your agreement with the original seller.

There is usually a set minimum price that you must abide by for selling the product. The original seller will usually tell you that you must sell the product for a certain price. However, they will usually allow you to sell it for more if you choose to do so.

You will often find information regarding where you can sell the product. Many times the sale of resell rights products are not allowed on auction websites or membership websites.

You should also look for restrictions on the use of the product as a free gift, a bonus or as part of a bundled package. Many times using the product in this manner is not allowed.

Lastly, you should understand the particular rights you are buying. There are different rights that allow you to do different things with the product. You may only be buying basic reseller rights which only allow you to resell the product, as is, without also selling the right s to resell to your customers.

You also need to know if you have the right to alter the content of the product, for example, if you are allowed to exchange your affiliate ids for the original author's.

There are many different ways the resell rights can be set up. There really is no standard, so you have to make sure you are clear on what rights you are buying. In order to ensure you are getting the rights you desire, you have to know how you are planning on using the product. That way you know what to look for in the terms and conditions.

If you want to use the product on a membership website or you want to be able to add in your affiliate links, then you have to look for a product with resell rights that will allow you to do this. You can not simply just do it anyway.

Violating the terms and conditions is serious. The original author worked hard to create the product and it is your responsibility to respect that and respect the terms and conditions they have set forth.

When it comes to the terms and conditions of the resell rights product, you have to be very precise. You have to make sure you understand everything about them. You could get yourself into a lot of trouble should you violate the terms and conditions you agreed to upon purchase.

Chapter 12

Demand First, Product Second

The key to success in the resell rights business is to understand the law of supply and demand. Basically, this is that whatever the market is demanding needs to be supplied and that supply should never outweigh demand. The details are a bit more complex, but that is the basic idea you have to understand.

When it comes to resell rights products there are many resellers out there. However, the good thing is there are many different niches to cater to.

The demand for informational products, like those sold through the resell rights business, is high. The supply, or the resellers of reach niche market, is not exceeding the demand in most cases.

Before you get started in the resell rights business, you have to look at the current state of supply and demand for the market you are interested in. Let's say you want to find a product that targets people who are interested in learning about setting up a website. You need to look into the demand for information about setting up websites.

Once you see there is a demand for such information you need to find out about the supply of information. You will want to check out the ratio of people supplying such information to those who are wanting the information. If you

can clearly see that there is more demand than supply, then this makes for a good niche market.

The last thing you want to do is simply go into a venture without doing any market research. You could end up choosing a niche market that is so over saturated with suppliers that you'll never turn a profit. When you do market research, you are safeguarding yourself against this.

The goal is to find a niche market that has a steady demand, but does not have enough suppliers to meet that demand. Then you are assured that you can make sales and turn a profit.

The law of supply and demand is an age old factor in business success. Internet business and traditional business both depend upon supply and demand to ensure success in a business venture. The resell rights business is no different.

Typically, the instinct when starting a business is to find a market where there is little competition. That is unlikely to happen in the resell rights business. So, instead of looking at the competition, you should be looking at the demand. You can have 100 competitors, but if they are not meeting the demand then there is still room for you to enter the market and be successful.

The bottom line is that it does not matter what other sellers are selling as long as there are enough customers demanding the products.

There is a lot of competition in the resell rights business, but far too many people worry about competition when it is really a factor of demand. That is why you should always check out demand first and choose your product second.

Chapter 13

In The Resell Rights Business, Credibility Matters

Credibility in the resell rights business is one of the most crucial factors that determine success. If you use a product that is backed by a credible source, then people are more likely to buy it. Using a product with questionable or unknown credibility can spell disaster for any resell rights business.

Credibility is a factor of many things. The first thing is the author's credibility. The author should have the experience, the knowledge and the ability to write about what he has written about. He should essentially be an expert in the field of whatever he has written.

When you have an author who has the credibility it is likely people know who he is. They have heard about him or know of him and they trust what he has to say.

In many cases, people are even eager to hear what he has to say. What this means for you is that people are going to buy the product simply because of the author associated with it.

Other things can also go towards the credibility of a product. It is a known fact in website creation that if a business website does not look professional and

well put together that it greatly affects sales. The same can be said for resell rights products.

If the product does not have a good looking cover and is not well put together, then people are going to view it as unprofessional. They are not going to be interested in buying it because by looking at it they are told that not a lot of effort was put into creating it.

Additionally, the product should contain testimonials and well established marketing materials.

These things all make the first impression on the buyer and they should reflect the professionalism and the quality of the product. It is important to check them out and make sure they look like something that is representative of the content of the product.

The main points about creditability are that a product should:

- be well written and contain quality content
- be written by someone who is an authority on the subject matter
- look well put together and professional
- be represented by marketing materials that are also well written and professional looking

A product that has these characteristics is going to be very credible and therefore be something that should not be hard to sell. People will not hesitate to buy it and you will then be able to make a nice profit.

Making sure your resell rights products have credibility is an important part to your ultimate success. If you have the backing of a professional, well written product, then you can do very well in the resell rights business.

Just make sure to check out the credibility of your product before purchasing it, so you are not stuck with something that lacks credibility and therefore would be a hard sell. Your main objective is to make money and using credible products can go a long way towards making that happen.

Chapter 14

Thinking Beyond Making Just Up-Sells

The resell rights business has a lot of money making potential. It may not be obvious, but if you look beyond just up selling, the initial sell of the product to a customer, then you can find hidden ways to turn a resell rights business into a major money making venture.

Up sells is the basic way to make money from reselling rights products. You buy the right to resell the product and you resell it to your customers. The product you sell is the same product that you bought. You do not change anything about it; you just sell it as it is to your customers.

Up sells is a nice way to make money, but they sure are not the only way to make from resell rights products. One of the best ways to super size your profits from your resell rights business is to get re-branding rights.

The resell rights product you buy is going to contain affiliate links. These affiliate links are links to a website where the reader can then buy products related to the content of what they were reading.

The original author is the affiliate who owns these websites. He will make a commission off each product sold on that website.

What you can do is become an affiliate yourself of these same programs. All you do is sign up for the programs and get your links. When you buy the product you opt to pay a re-branding fee so you have re-branding rights. These

re-branding rights will allow you to then insert your affiliate links in place of the original authors' links.

Now when your buyers click on these links, they go to your affiliate website and you will earn the commissions on the products they buy. Thus you have just created a new line of income for yourself without doing a whole lot more work.

Once you have your links inserted, then all you do is sell and sit back to wait for the affiliate commissions to start rolling in.

By using this backdoor sales tactic you can boost your income from your resale rights business drastically. You will still be making that initial sales income, plus now you'll have the extra income from the affiliate links.

The best part is, all it takes is a little extra upfront cost on the purchase of the re-branding rights, a little time to set up the affiliate links and then you do not have to do anything else. Resell rights products can be a huge money maker if you know the tricks like using re-branding rights.

The resell rights business has great potential and now you can take advantage of that. You can make sure to get re-branding rights and start making even greater income off your resell rights business.

It doesn't make sense to simply up sell the product when you can both up sell and get backdoor sales. By doing both you are ensuring your income potential is huge.

Chapter 15

The Best Places To Source For Top Notch Resell Rights Products

One of the most important aspects for your resell rights business is finding a product. Your product is the center of your business. It is the single most important factor to your businesses success.

If you choose the wrong product, then you will likely see less than stellar sales results. It is all about getting the top notch resell rights products.

Finding top notch resell rights products is not hard if you know where to look. You can go to a search engine and search for resell rights products, but can you really trust the results that come up? A search engine does not gauge a website by its reputation; therefore the results you get are not guaranteed to be the best.

Instead, you should do some research into the industry. Try to find those big name sellers. Try to find quality work from credible sources. This is the kind of product you want if you are looking to be successful.

There are many membership websites for resellers. Here you will find a vast amount of great information that you can use to find good products. These websites will also have plenty of links to well respected resellers who you can buy products from.

They may also include articles and other information that can be very helpful. Additionally, a membership site allows you to join a community of other resellers which is great for an online entrepreneur. It gives you that office atmosphere you do not get when working at home.

You can also seek out some of the big names in the industry that you have heard of by far. Try to go to their main website and see how to contact them directly. Using a product from someone who is well known can really boost sales. People love to buy things from someone who is respected as an author.

Another option is to buy an E-book that will help you find top notch resources. Try ResellRightsMastery.com for some great information about setting up your business, keeping it running smoothly and, of course, finding products. ResellRightsMastery.com offers a gold membership that includes additional, advanced information to really help you become successful at [this link](#).

Using different sources to find top notch resell rights products is the best way to make sure you are really getting the best possible products. You will be getting recommendations from a variety of sources, plus you will get valuable information to help you in making your business a success.

Finding top notch products should be your main priority because it is going to make or break your business. This is one area of your business set up that should not be neglected.

You want a product that you can be proud of and stand behind. You have to find that product that sparks passion in you so you can then sell it with **100%** effort. Top notch products will do this for you.

Chapter 16

What You Need For Your Resell Rights Business

In order to have a fully functioning and operational resell rights business, you are in need of some tools in place. Like any business you need a storefront, marketing tools and sales tools.

To get started, you need to have somewhere to sell your product from. On the Internet that means you need a website. In order to be able to have your website on the Internet, you will need a domain name and web hosting.

You will want to shop around for the best rates, so you can manage your start up costs. Try out places like [HostGator](#) for web hosting and [Name Cheap](#) for a domain name.

You want your domain name to be something that can be easily remembered. So you should try to make it something that relates to your business or you can use your name, if available.

If possible, include keywords in your domain name since this will help in search engine rankings. You should try to get a .com or .biz address for your website.

When choosing web hosting, you want a host that will give you enough space and reliable service. You do not want to use someone who limits your space so you will not be able to add anything to your website or risk going over limit.

Additionally, you want the hosting company to be reliable. You don't want your website going down all the time. It's hard to make sales when your website isn't available to customers.

In order to process payments from your orders, you need to be able to accept credit cards. Most purchases made online are with credit cards. If you do not accept credit cards then you will be losing out on a lot of potential business. In order to accept credit cards, you need to have a merchant account.

To save on upfront costs, you can try [PayPal](#) where it is free to sign up and you only pay a fee per transaction. You can also try [2Checkout](#) which charges a one time set up fee and then fees per transaction. These two places accept a variety of credit cards, which is a good thing since it means you are available to accept payment from customers with different types of cards.

To make your business run smoothly and provide the best service to customers, you definitely want to get an auto responder. An auto responder is an automated program that sends out information whenever it receives information.

Basically, when your customers place an order and the order goes through the auto responder will receive a message and the product will be instantly sent to the customer. A good place to try for an auto responder program is [EmailAces](#).

Getting your business set up is very important. These tools will help your business run smoothly and keep it going. You will find that if you have everything in place before you get started that it will make the start up process much easier.

Chapter 17

How To Set Up Your Resell Rights Business

Setting up your resell rights business will involve more than simply buying a product to resell. There are a lot of little things you must do in order to create an online business presence and start getting customers.

Without all of this start up work you are unlikely to ever turn a profit, so you must first learn exactly what and how to set up your resell rights business.

The first thing you need to do is set up your online presence – your website. Online your website is your storefront. It is the place where your customers will come to shop and buy. It should be professional and well maintained. For your website, you will need to create the actual content. You will also need to get a domain name and web hosting.

Your content should include your sales letter and information about your products. You should also have a check out system with download instructions and a thank you note. Keep your website simple and user friendly.

Your domain name should be something easy to remember and related to your product. You should try to use either .com or .biz for your domain name. Try to keep it as easy as possible so people will remember it.

The web hosting company you choose should be reliable and offer you enough bandwidth to adequately maintain your website. This will help to minimize downtime when your website is not online.

After setting up your website, you should focus on your marketing. You will need sales letters, thank you letters and follow up letters. If you are creating a mailing list, you will also need to create a newsletter or announcements to send to those on your mailing list. These letters should be well written and to the point. You should try to include testimonials as well.

To make things easier, you should look into automated tools for your website. You should use an auto responder for managing and utilizing your mailing lists. You should use an automated checkout and product delivery system as well.

These tools are very easy to implement into your website and really can minimize the amount of back office work you have to do. Additionally, they make things easier and more convenient on your customers because they provide immediate results.

It does not take a lot of computer knowledge to get your business ready to go. There are many different places online that offer easy to use tools that you can easily set up on your own.

Your website should be as user friendly as possible, since most people online are looking for easy shopping. Always keep in mind that everything should also look professional so people take your business seriously.

Once you have your website set up and your marketing tools in place, then you are ready to start your resell rights business. You have gotten all the key components into place and are ready to start selling. Now all you need to do is get your name out there so people know where to buy the information they want.

Chapter 18

Planning Out Your Resell Rights

Business Model

Once you have bought and set up your resell rights products, you are ready to decide how you are going to actually sell them. There are many different business models you can use. Each has its advantages and the one you choose will likely depend upon what you are selling and what niche market you are targeting.

Bundled packages are a popular option. Bundled packages are where you sell multiple items together. Usually a bundle is comprised of the main product which is being bought and then the additional products which are in essence free gifts or bonus items. A bundled package allows you to sell a group of products to customers in one sale.

Using a network of websites is another good option. You can link all your websites together. Each website sells a different product. By doing this, you are creating a website for each product you sell so each product gets the proper marketing.

You have the ability to highlight the product on its own website, but you still have the links to the other products so customers can see them as well. This is a great way to sale if you have a variety of products that may have their own

great advantages. It can make management of your sales a bit easier, too, as you can track how each individual product is doing easier.

Paid membership websites are another popular method of sales for resell rights products. Instead of actually purchasing the products, customers pay to be a member of your website. Once a member they have free access to the products on your website.

The great thing about paid membership websites is they create an opportunity for residual income. Members pay their fees on a reoccurring basis even if they are not actually using any of the products. So, instead of having to wait for the customer to purchase a product, you are getting paid no matter what.

Resell rights products are usually loaded with residual income opportunities. These opportunities are in the form of links and affiliate id's within the product. You can usually purchase the right to insert your own information into the product so when you resell it your customers are gong to see your id's and links.

This allows you the opportunity to make some great residual income through your resell rights products.

You can also buy the right to resell the book yourself. This allows you to sell the book to others so they then can resell the book. This sets you up in the business of helping others do just what you are doing. You have to make sure, though, that your original purchase agreement allows you to resell the rights to the product.

There are many different ways to use resell rights products to make money. You can do almost anything with a resell rights product, as long as you are

following the terms and conditions set up during the original purchase of the product.

Chapter 19

Generating Targeted Traffic into Your Reseller Sites

One of the keys to success in Internet business is getting to your target market. Also referred to as your niche market, your target market is the group of people who are most likely to need or want your products and who are most likely to buy your products. In order to make sales, you need to get targeted traffic to your website.

Targeted traffic is people from your target market. You want them to be the visitors to your website since they are the ones who are most likely to buy your products. In order to get targeted traffic to your website, you will need to put a marketing strategy into place.

One of the first things you should do is set up a mailing list. This way you can grab target traffic as it visits your site. It works like this; people visiting your website will see the option of signing up for your mailing list. If they are interested they will sign up.

You will then know they are part of your target market and you will have their email so you can begin sending sales letters and other information to them to get their business.

You can also try to find joint venture partners. Joint venture partners are other business owners who have customers in your target market. These joint venture partners will not be direct competitor, though. This is why they are likely to work with you. You can go to them and propose working together. You can give them an offer of commission off sales they refer to you.

Other methods of marketing to your target market are less focused, but they will still get targeted traffic to your website. Writing articles has quickly become a great way to market a business.

There are many article outlets online which will host your article for free and allow you to put your website link in the bio area. When interested people read your article they can then click through to your website.

Another thing you can do is paid advertising. You can advertise in E-zines which cater to your target market. You can try placing pay-per-click ads on search engines. These ads are keyword ads that come up whenever a search for that keyword is made. The search results come up with these ads at the side of the page and interested people can click through to your website through them.

Virtually all marketing is going to be somewhat targeted because people will not visit your website if they are not somewhat interested in what you have to offer. The above mentioned methods, though, are the best way to really make the most out of your marketing efforts and really reach your target market.

There are many ways to get targeted traffic to your website, but the ones highlighted here are proven to be the most successful. You should be able to implement these methods and get the targeted traffic you need to get your business off to a good start and on the road to success.

Chapter 20

How To Build A List Of Loyal, Paid Customers

Mailing lists are one of the best marketing tactics in Internet business. Mailing lists have many perks, among them are that they allow you to reach a targeted group of customers who are wanting to hear what you have to say and they offer you a direct line of contact with your customers which enables you to keep your customer-seller relationship fresh.

When it comes to building a mailing list you can try two ways which produce the best results. You can create an E-zine or newsletter or you can offer a free gift or bonus in order to get the customers email address.

In either case, the customer is willingly giving you their address because they want what you have to offer in return – the E-zine or free gift. Somewhere in the process of gathering their information and explaining why you want their email address, you should tell them that by giving you their email address they are agreeing to receive mailings from your company.

This is true for both the E-zine and the free gift, since you will be sending them things on a regular basis with both methods.

You have now put in place the method of gathering email addresses of interested people to build your mailing list. Now all you need to do is organize, manage and use your list.

Many of the people on your mailing list will be customers all ready. However, some of them will be potential customers who simply showed an interest in what you were offering. This gives you the opportunity to now sell to them.

If you are using an E-zine then you have to be sure to put out a new edition on a regular basis. Your E-zine should always contain information on your products and provide a direct link to your website.

If you are giving away a free gift, then you need to ensure it is promptly delivered. You can then periodically, send special notices or letters regarding your products. In these notices make sure you include a direct link to your website.

You need to keep your list organized. If you get bounced back messages, then delete that email address. If customers ask to be removed, then you must remove them. It can help by using an automated mailing program to make this process easier.

You will be surprised just how many additional orders and extra business you get through this seemingly simply process. Mailing lists can really help to boost your sales.

Plus, they are free to you and you are safeguarded against being accused of SPAM since the email addresses were willingly given to you. Additionally, this is considered a low pressure sales tactic, which people are less likely to ignore and feel more comfortable with.

Using mailing lists can create a great marketing tool. You can take full advantage of them by taking every chance to send out information and entice the recipients to come visit your business and purchase products.

Chapter 21

First Class Tips on Growing Your Resell Rights Business

Once you have your resell rights business established, you are going to feel the desire for something more. You will likely reach a plateau where you are at the top your game.

Your sales are wonderful, the business is running smoothly and everything is the best it can be. However, you will want more. Your will wants to see your business grow so your profits can grow.

Why be stuck making a certain amount when the sky is the limit? You do not have to. There are things you can do to make your business grow. Growth means more profit and more possibilities.

If you have not taken advantage of re-branding rights, then now is the time to do so. Re-branding rights allow you to replace the original author's affiliate links with your own affiliate links.

What this means is that every product you sell contains your affiliate links and therefore you start earning commissions from your affiliate programs.

If you have not automated your website then you should do that as well. Automation tools really can speed up the sales process. They make customers

happier too, which means repeat business because they enjoyed doing business with your company.

Another thing you can do is pick up more products. Go looking for the best products possible.

Find those that are really in high demand and those by the top rated experts. Make sure you buy full rights so you can insert your affiliate links and offer reselling rights to your customers.

You should make sure that you are taking full advantage of your mailing lists and any other marketing strategies you are using. Make sure your website is at the top of search engines so it is being seen by the most people.

Another thing you could consider is starting your own affiliate program. You can use your affiliates to sell your products and start earning residual income. You only have to pay them a partial commission and the rest of the profit from sales they make is yours.

Many of these options to grow your business will take a small amount of time to set up and then hardly any work after that. You may need to do some additionally monitoring, but that should be all.

In the end you have a way to get others to help you build your business, which translates into great growth potential. It is very easy to grow your business and you are sure to wonder why you didn't try it sooner.

There are many little things you can do to boost your profits and grow your business. All it takes is a little thinking to come up with these things and a little time to implement them.

You can easily take your business from a one man show to a team of people who all work to make you money. It really can be that simple to turn your resell rights business is a major profit earning machine.

Your Road To Success

Starts Now

Now friend, it's your call.

By now, you know all of what it takes to:

- ✓ **Start a successful Resell Rights business,**
- ✓ Know how to tell good Resell Rights investment from the bad, and
- ✓ **Make money reselling other people's products!**

This series have done its job in educating you on understanding the world of Resell Rights marketing from the perspective of a first class reseller. And by this, I mean you have the privilege to know and learn what **95%** of the average resellers out there do not know... and ARE struggling to live another day!

One last ingredient to success, though. (Hint: you have it in you!)

Take Action!

See you in the Resell Rights scene! 😊