

# ***"The Insider Secrets To Making BIG Profits With Resell Rights"***

**Discover How You Can Build An Instant Internet information Empire By Using The Power Of Resell Rights!**

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*The Insider Secrets to Making BIG Profits  
With Resell Rights*

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## ***AN INTRODUCTION TO RESELL RIGHTS***

What are Resell Rights and why are they so popular?

There's this concept of resell rights that is storming the field of Internet marketing, particularly information marketing. The chit-chat about resell rights leaves many wondering what exactly they are and why they are such a hot topic in Internet business discussions. Resell rights are really a pretty nifty way to make money as well as to promote an internet-based business, or any business for that matter.

Getting resell rights to a product such as an e-book gives you the opportunity to resell the product and to keep 100% of the profits resulting from your sales. This is a great way to make loads of money because there is no cost of goods sold as there is when you buy and resell inventory. Instead, there is generally a one-time fee or a subscription-type fee associated with acquiring the rights.

When you purchase resell rights, you also have a product to resell without putting forth the time and expense for product development. Generally, the buyer of resell rights can use the product in other ways. One such way is to use it as a value-added freebie in the promotion of other products rather than actually reselling it. Such strategies can increase the sales of a business's primary products without development costs for bonuses.

There are some Internet-based businesses that do nothing but resell products that they have purchased resell rights for, while others use them as promotional items. However they are used, resell right deals are one of the most powerful ways to make money online.

## ***THE THREE TYPES OF RESELL RIGHTS***

There are three main types of resell rights – general resell rights, master resell rights and private label rights. Each has its own advantages and disadvantages for both the buyer and the seller of the rights. So, before you break into the game of buying or selling resell rights, you need to educate yourself about the different types of rights and what exactly you get when you buy them, or what you give up when you sell them.

### **Resell Rights**

Resell rights usually entail a one-time fee for the right to resell a product within the rights granted without any further royalties involved. Sometimes there are some stipulations associated with resell rights. For instance, there may be a minimum sale price that you have to adhere to or restrictions against bundling the products or giving them away for free. Occasionally there may be a limit on the number of products you can resell.

### **Master Resell Rights**

Master resell rights are generally more flexible and exclusive than general resell rights and most times they cost a little more. With master resell rights you usually pay a one-time fee and you have the right to resell or redistribute the product however you see fit as long as the methods of distribution don't violate the licensing agreement. With most master resell rights you can sell, give away or bundle the products without restrictions. Most importantly, you can even sell the resell rights to your customers.

### **Private Label Rights**

Private label rights are really an incredible deal even though they are generally the most expensive type of resell rights. With private label rights, you gain the right to transform the basic product into your very own product which you can edit, rename, repackage, resell, bundle, or give away.

As you can see, there are a number of possibilities for making money with resell rights. When purchasing resell rights, you need to carefully review the licensing agreement to be sure that the terms of the resell rights are compatible with how you intend to use the product.

## ***MONEY MAKING STRATEGIES USING RESALE RIGHTS***

We've all heard dozens of ideas for how to make money on the Internet.

However, one of the most revolutionary of these ideas is using resell rights. It is arguably the fastest way to start making money online. The ways that you can use your resell rights to make money is dependent on the terms of your licensing agreement; however, here are some excellent methods of making money with resell rights.

### **Reselling Products**

The most simplistic method of making money with resell rights is to resell the products to which you have rights. This is advantageous because in most cases, the resell rights give you the ability to reproduce and resell a product without any inventory or development costs. If you have private label rights, you can even customize and rename the product and sell it as your own just as if you had developed it.

Many savvy Internet marketers will hire a ghostwriter/software programmer to further develop the product. This makes the product more unique, and thus more valuable.

### **Bundling Products**

If the resell rights that you have allow products to be sold in bundles, you can resell them along with other products as a package deal. Then slap a lower price than what would be charged for the products if they were sold separately. This is a great technique that increases the buyer's perceived value and can significantly increase your sales volume and relatively, your revenue.

## Upselling

This is one of the most effective techniques used in conjunction with resell rights.

Upselling involves offering an additional service or product to your customer immediately after they have made a purchase. This technique is very effective because your customer already has their credit card out and trusted you enough to buy the initial product.

If you already have your own product (or the rights to another product), you can simply purchase the rights to other related products to upsell to your customers.

This technique alone can put thousands of dollars into your pocket each year.

## How To Use Resell Rights to Grow Your Business

Private label rights or resell rights that allow you to give products away as freebies or bonuses can be an incredible tool for increasing your customer base, encouraging repeat business, and gaining referrals to build your business. Giving away high-quality, free products as an incentive will aid you in gaining the leads and commitment you need from your Website visitors to build a flourishing internet-based business.

## **Increasing Your Customer Base**

Giving away free items to which you have resell rights is an excellent way to generate leads and will likely increase your customer base. Free products or reports can be offered as an incentive for Website visitors to sign-up for your newsletter or to otherwise add their name and email address to your opt-in list. The list that develops can be used in the future for targeted email marketing.

## **Encouraging Repeat Business**

Free products can be used to reward returning customers through a customer loyalty program. For instance, a free product can be given to customers once they have made a certain number of orders with your business or have spent

a designated dollar amount.

You could also include a free "unannounced bonus" with each sale. Nothing helps builds customer loyalty like a freebie!

### **Gaining Referrals**

Free products offered to your customers who refer other buyers to your business are another incentive that will definitely build your customer base and increase your profitability. A referral program can be established and the products to which you have proper resell rights for can be offered as rewards to your customers who refer their friends and colleagues.

By applying the ideas mentioned above, you can dramatically alter the profitability of your online business.

With a little thought and creativity, you are sure to come up with some superb ideas of your own for the use of resell rights.

The only limit is your own imagination!

## ***QUICK-START GUIDE TO MAKING MONEY WITH RESELL RIGHTS***

In the previous chapter we discussed the essential details you must know about resell rights and effective ways to use them to grow your online business.

Getting the resell rights to products and getting the products displayed for sale on an ecommerce Website is the easy part. Once the site is up and running, you must actively market the Website for it to be productive and fruitful.

The following section lists some common, yet effective methods of Internet marketing and Website promotion that will increase your daily traffic.



## Search Engine Marketing

Getting your Website listed in the search engines is by far the most effective method of driving traffic to your Website. Search engines are generally used by Internet shoppers to find the products, services and information that they are seeking.

Therefore, a lot of precisely targeted traffic can come from a good rank in a major search engine.

The complexities of search engine marketing go beyond the scope of this course, but you can keep up to date with the most effective strategies here:

<http://www.searchengineforums.com/>

## Pay-Per-Click Advertising

Since it takes several months to achieve a high rank in the search engines, pay-per-click advertising is an alternative option that will get traffic to your Website almost instantly.

You must be careful to monitor your return on investment (ROI) and the cost of each click. If managed well, this single technique alone can fuel your resell rights business each and every month.

Two of the most popular pay-per-click programs are Google Adwords - <http://www.google.com/ads/> and Yahoo! Search Marketing - <http://searchmarketing.yahoo.com/index.php>

## Link Exchanges

Exchanging links with Websites who offer products, services or information that appeals to your target market for your resell rights products is another exceptional way to get targeted traffic driven to your Website.

One of the best places to find quality link partners is:

LinkLister - <http://www.linkslister.com/>

## Classified Advertisements

Classified advertisements placed in newspapers, magazines, ezines, or in online directories are a lesser used, but effective method for driving traffic to your Website.

You can place free ads on the Free Advertising Forum at:

<http://www.freeadvertisingforum.com/>

To find a list of quality ezines to advertise in, visit:

<http://www.ezinelocater.com/>

These are just a few effective methods of marketing your resell rights products. There are a large number of Internet marketing techniques that can effectively drive loads of traffic to your Website. Exploring various Internet marketing options and devising your own marketing strategy will give you a jump start on making money with resell rights.

As you can see, when used correctly, resell rights products can be an instrumental part of your online business.

Almost every successful online marketer uses resell rights in one manner or another, and you should as well.

This ebook has armed you with the knowledge to get your resell rights business off the ground immediately.

Now it is up to you to take action!

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