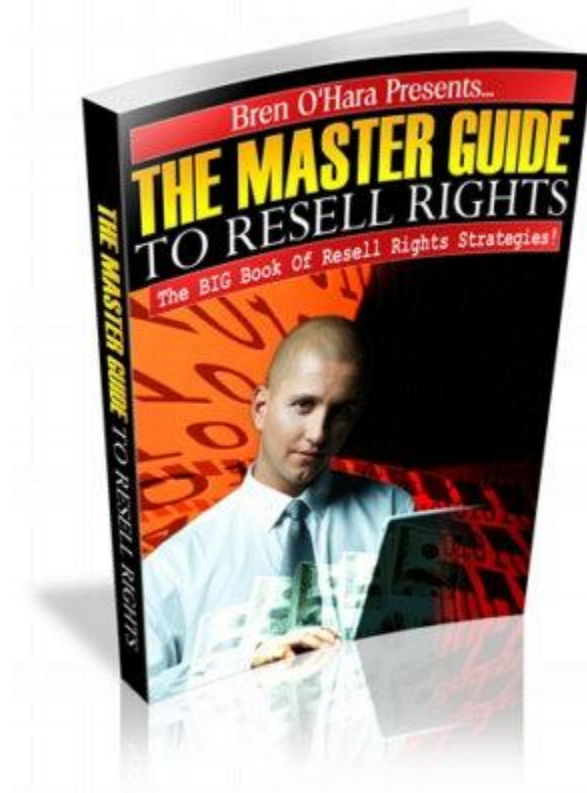


# The Master Guide To Resell Rights



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## **Table of Contents**

Chapter 1 – Introduction.....

Chapter 2 – Subscription Or Pay As You Go?.....

Chapter 3 – Setting Up A Website.....

Chapter 4 – Finding Master Rights Content.....

Chapter 5 – Types Of E-Books To Resell.....

Chapter 6 – Types Of Rights Available.....

Chapter 7 – Using Affiliates For Your Website.....

Chapter 8 – Packaging Tips.....

Chapter 9 – Other Internet Marketing For Clients.....

Chapter 10 –Some Successs Stories.....

Chapter 11 – Some Tips On Packaging.....

Chapter 12 – Some Final Tips On Making Internet Resale Rights A  
Success.....

Glossary.....

## Chapter 1 – Introduction

What are resell or resale rights? Very simply put, it is when you own something outright and sell it to someone else with the intention that they can sell it themselves. On the internet, resell rights are often given to either electronic images or text. The e-book is probably the best example of the ultimate way to make money on the internet because it can be resold in many different ways.

Resell rights fall into several different categories but the important thing that you have to remember is that you have to have the rights to be able to sell the product. This means that you either created the product yourself or that you have purchased full rights to the product. Once you purchase these rights, the product is yours to do with what you wish.

There is a lot to know about resell rights on the internet, which is one of the biggest booming businesses online today. You have to be a bit of a jack-of-all-trades when it comes to procuring the rights for product as well as establishing a website. You have to have some technical knowledge to develop your website as well as excellent marketing skills. If you have the ability, it helps to be able to write your own content, although in this book, we will discuss ways that this can be obtained.

Once you have purchased articles, photos or e-books, you can then sell them to whoever you want. You can do this in more than one way. You can either have a subscription service for your website, This would mean that anyone who paid a monthly fee would be entitled to

take any of the products on your website and use them in any way that they see fit. An e-book can be taken apart and made into articles that can be used on websites or sold. In the same respect, articles can be made into e-books. If an author decides to subscribe to the service, he or she can use the content in a number of different ways. Including quoting from the e-book for their own book.

The internet is all about information. This is why it has been dubbed the information highway. When people log onto the internet, they want information right away. They are not willing to wait for it, either. They want to be able to have access to what they need as soon as possible.

This is the reason why e-books and informational articles (especially how-to articles) are so popular online. It is because they provide instant information. Reselling is probably the best way to make real cash on the internet.

Not that being a reseller is a get rich quick scheme - far from it. Reselling is not easy. Do not think that you just have to sit back and wait for the money to come flying in - that is not the way it works. But it can be a very lucrative business online.

If you are looking for a way to sell product online and work from the comfort of your own home, consider reselling options that abound on the internet. This e-book will give you step by step instructions on exactly how to start your own reselling industry right from the comfort of your own home.

## **Chapter 2 - Subscription Or Pay As You Go?**

The first thing you need to consider is whether you want to have a subscription website or a pay as you go website. You will need a website and that will be discussed in the next chapter. Let's discuss the different options with regard to subscription versus pay as you go.

### **Subscription Service**

A subscription service is generally the top choice of those in the resale game online. This is because it is the easiest to manage and can have the best earning potential.

When you have a subscription service website, you will have a certain amount of content on your site that can be used in any way that the subscriber sees fit. They will normally purchase user rights for the articles or e-books. They can then put this information on their own website.

Who subscribes to such sites? Anyone who needs content. Anyone who has a website that needs content. And let's face it - all websites need content. A majority of the people who subscribe to a resell service are subscribing to fill their website with content.

The others who subscribe are using the content on the site to sell in a variety of different ways. They may like a line from an article or they may just want to combine the article with other articles for their own e-book. They may have a lot of content that they are going to formulate in one book. They may want to take apart an e-book and

form a bunch of articles to sell to a web designer. The ideas are really endless.

When you have a subscription site, you have to have fresh content all of the time. This means that you are going to have to write the content yourself or hire a copywriter. You cannot have the same old stale content on your website day in and day out or people will feel cheated.

In addition to e-books and articles, other electronic items you can feature on your subscription resell site include blog postings. These are short postings that are generally written in the first person. They are shorter than a general article and give information from the perspective of an individual. They can be used for pretty much anything.

Digital photos are also featured on most subscription sites. Photos include those in the public domain as well as those to which the owner of the site, who is you, has the Master Rights to.

A subscription service is not only an easier way to manage allowing usage rights for content on your site, but it is also better for marketing practices. Because you charge automatically and bill them monthly for the subscription service, chances are that your customer will continue to use the service. If you bill them for each item, they may choose to use your service, but then also use others. Having a subscription service for resell rights makes better sense.

## **Pay As You Go**

When you have a pay as you go service, you can offer special articles that are written for specific customers. A customer may escrow for resell rights for any e-book or article written by your copywriter. Generally, you can charge more for a pay as you go service than you can for a subscription service, it is just that you have more maintenance to do.

You also have the added problem of listening to complaints about people stealing work from your copywriters. Because the copywriters only get paid when their work is sold on a pay as you go site, and because they have to offer some idea of their work on the site, many will complain that someone stole their work or their idea. While no one can copyright an idea, there are stringent laws against plagiarism. This can be an additional hassle for you.

You will have to set something up so that the buyer can automatically pay for the product that they want if it is already loaded on your site and that they can easily download it onto their computer so that you do not have to do this manually. You will have to do this with the subscription site as well, but it is one less step with the subscription site as opposed to the pay as you go site.

You can also offer buyers a choice. They can opt for the subscription service or they can choose the pay as you go option. This will take some tweaking with the website, but you can do this to give your buyers the best of both worlds and make sure that you do not lose any customers.

## Chapter 3 - Setting Up A Website

The first thing that you need to set up a website is a domain name. A domain name should be a dot com name. Most people automatically hit dot com, so if you have a dot org or dot net, you may actually be directing potential customers to another website inadvertently.

Your domain name should be relevant to your resell rights business. Think of someone who is looking for a site like yours online. They will probably look in the search engines, right? This means that if you come up with a name that comes up easily in the search engines, you have a better chance of being discovered when someone does a search on Google or Yahoo.

The domain name should be kept short and sweet. Something like resellrightsforwriting would be good because it is loaded with keywords. Resell rights. Writing. In order to get the best domain name, try a few of them in the search engines to see what comes up.

When you have settled on a domain name, you should register it right away. You can register your domain name with Go Daddy.com. This is one of the more popular registration sites on the internet and is very user friendly. If you are more tech savvy, or have a friend who is, you may be able to register the domain name cheaper elsewhere.

Currently, GoDaddy offers a one year registration for \$10. Other places that are not as user friendly may offer the same deal for a 10 year registration.

You will also need an e-mail account that corresponds with the domain

name. You can get one at gmail.com or at Yahoo. These are relatively easy to set up.

Once you have registered your domain name and established your e-mail account, you need to get a host for your website. The host is what will put the website live. The host will work through a server. If you are planning to use a lot of space for your website, including a large data base that would include a shopping cart and a forum, you may be better off with a dedicated server. A dedicated server is one that hosts only your website and no other. This gives you the advantage of having the most bandwidth and the most space.

Bandwidth pertains to traffic running through your website. Think of the server as a drive up teller at a bank. The teller can only perform a certain amount of transactions at a time. Now imagine that a bunch of people decide to go to the bank and have to wait for hours for that teller to take care of them. Sooner or later, they are going to want to go to another bank.

By adding more bandwidth, you are essentially adding more tellers. This makes traffic flow more smoothly through your website.

Once you have sufficient bandwidth, you must also make sure that your server has sufficient space. If you are planning to have any sort of database, you will need more space. A database actually stores information such as that which is kept on forums or in shopping carts.

When you are just beginning your website with your resell rights company, you will not need to get a dedicated server. You should be

able to come up with a simple, but professional looking website and have it hosted by a shared server for a fraction of the cost of what a dedicated server will cost.

A word about the website - although you probably want to keep it simple, you will, at the same time, want it to look professional. There are templates that are available that can enable your website to look very professional and if you know a web designer, now is the time to pick his brain or cash in on a favor. The more professional your website looks, the more respected it will be by those who visit.

Once you have your domain name registered, your website established and email accounts set up, you are ready for business. Now you need to find content to sell for resell rights.

## Chapter 4 - Finding Master Rights Content

When you purchase master rights from someone, you are essentially purchasing all of the rights to their work for now and forever. The person who wrote the material is paid a lump sum and the material then belongs to you. It is up to you how you wish to resell the material.

The best thing that you can sell on the internet is the e-book. A e-book is usually in PDF format and can easily be downloaded by a buyer at a moment's notice. E-books that are chock full of information such as how to do something, health related or some sort of advice are well received by the public on the internet. This is because of the hunger for the public to get information right away.

In addition to e-books, you will also want to have some articles, photos and blog entries on your site for those who do not want to purchase an entire book. When you are reselling e-books, you should also sell sales pages that the customers can use to promote the e-books as well as sales related articles. Informational articles can also be sold that can be posted on sites such as Ezinearticles.com. Articles posted to this site cannot be sales oriented, but the information box can contain a website. Interested parties will click onto the website and be with the sales page for the e-book, also known as the squeeze page.

You can package items up for those who subscribe to your site or you can promotional items individual. Other promotional items can be blog postings about the website that is used to sell the e-book. Blog

posting should be filled with keywords and be posted every day so that the website stays fresh in the search engines.

Advertisements can be added to the mix as well. In addition, auto responder, an e-mail advertisement, can also be added to the package. You can package up the e-book as well as ways to sell the e-book in any way that you want.

You can hire a copywriter to write the articles, blogs, auto responder ads, sales pages and e-books for your resale site. The copywriter is a ghostwriter. Their name never appears on the articles or books. You purchase the Master rights from the ghostwriter for a lump sum. You can find qualified ghostwriters on sites such as Elance.com or Getafreelancer.com.

Make sure you just do not hire the cheapest copywriter around. While some are savvy enough to know that undercutting everyone else is a good way to get business, others simply cannot write and have to charge a lot less in order for anyone to purchase any of their products. Still others are unreliable and will not get you the items that you need, especially if you are working on a deadline.

Take a look at the samples the copywriter has and offer them one job to start out. Once you establish a good working relationship with them, they will trust you and you can trust them. It is good to have not only a good working relationship with your customers but your providers as well.

Never limit yourself to one copywriter. Have several people to whom

you can turn. If someone gets sick or quits, you do not want to be... out of ink. You are always better off never to depend on one single person to make or break your business.

Make sure that your copywriters understand that once they sell you the rights to an e-book or article, that the rights no longer belong to them. They can no longer post it elsewhere or use it as their own. One of the first things that you should do when you receive copy from a copywriter is to invest in Copyscape. This is software that you can download that will tell you if the copy is showing up somewhere else on the internet. Plagiarism abounds on the internet. Copyscape is a tool well worth having to make sure that the copy you are purchasing from the copywriter is totally original and not borrowed.

As you are probably also offering graphics such as photos on the internet, you can solicit photographic images the same way as you do text copy. In some cases, the photo images may even compliment the text copy. Again, you have to make sure that the photographer knows that the images do not belong to him or her any longer. They are selling the Master rights.

In addition to getting photographs to sell on your resell site, you will also need graphics for your e-books. These can be obtained either through freelancers or through software programs. There are several software programs that can easily allow you to create graphics using templates. If you have time, you can invest in one of these programs and create the graphics for the e-book. You can also have someone create graphics specifically for the e-book. Generally, articles do not need graphics, but sales pages usually have a photo of the e-book as

if it is a paper bound book.

Just remember that wherever you get the graphics, that you purchase or own the Master Rights. You never want someone coming back to you over graphics that did not belong to you to sell and end up getting a lot of profit from your company.

*A little story:*

Remember the movie "It's A Wonderful Life?" Remember how it was played over and over and over and over again each and every holiday season? If you had cable, you were doubly fortunate as one channel would have George Bailey getting slapped by the druggist and another would have him singing "Buffalo Girls" with Mary. It was a fun Christmas tradition in the United States.

The reason why "It's A Wonderful Life" was played so often was that it was considered to be in the public domain. This meant that no one owned the rights. There was a snafu in the copyright law in the United States that allowed many films, TV shows, music and books to slip through the cracks and not get their copyright renewed. For this reason, many films that you may see over and over are in the public domain.

However, a lawsuit was initiated that said that someone owned part of the film score of "It's A Wonderful Life." The lawsuit thus ended the claim that the film was in the public domain and it is now owned by NBC. Ted Turner, who spent millions of dollars colorizing the film, had to destroy his copies as they were no longer in the public domain.

If you choose to use graphics that are in the public domain, make sure that they are actually in the public domain. If you purchase graphics from someone else, make sure that you trust them and that they are giving you the Master Rights. You do not want to end up like Ted Turner and have to destroy millions of copies of films.

## Chapter 5 - Types Of E-Books To Resell

The types of e-books that you will want to sell on your resell site should be relevant to the masses who visit the internet. Some of the more popular of e-books include the following:

- How To Books (this can be how to do anything);
- Dating Books (especially about how to avoid the wrong people, advice that people never take but love to read about);
- Medical Information (especially alternative medicine);
- How to Make Money Online (always a favorite);
- How to Have Your Own Business;
- How to Succeed In Your Career;
- All About Wicca, Hypnotism, Spiritualism or something else that people hear about but have no idea what it is all about.

Most of these books have been done to death. You may see multiple books about the same subjects online. There are thousands of get rich quick schemes being packaged into e-books.

When choosing an e-book to sell online, look for one that has a bit of originality or one in which the writer is a cut above the average copywriters online. If a writer uses humor and anecdotes to make the book more interesting, chances are the readers will enjoy it and that you will have a better chance to resell.

You can always take requests for resell e-book as well. You should encourage your subscribers to contact you with any suggestions that would make your site better and if any of them want a specific e-book,

they should be able to place a special order. Naturally, you can charge more for a special order e-book.

Some of the best e-books that are available today are those that fit into the above mentioned categories but are a little off the beaten path. If you happen to have a copywriter with a warped imagination, for example, you may get an e-book on how to make money hosting pole dancing parties. But in the resale of rights game, it pays to have something unique.

You want to stay with digital products with your site. While it may be tempting to sell actual hand held books and real photographs, the real money from your end is in getting the information to the customer as soon as possible. People do not want to wait for something to come in the mail - they want it right away.

Stick with digital products such as e-books, digital text files and digital photographs. You can offer them in a variety of different formats such as word, PDF, JPEG and RTF so that everyone will be able to download them onto their computer, no matter what type of system they are using. By converting the documents to PDF, it makes it easier for those using MAC computers or Linux systems to open documents as well. Do not limit your customer base only to those who are using Windows computers.

Make sure that the products you are selling the rights to are relevant to today's age and have a broad audience. The larger the target market, the more opportunities for someone who purchases the rights has to sell the product. You never want them to be limited.

## Chapter 6 - Types Of Rights Available

If you're new to the world of resell rights then the following tutorial will certainly help you understand all the terminologies, different types of rights involved and so forth. Back in 2006 resell rights were very black and white, you get what you see, the rights you receive didn't need mindmaps to understand, but these days it gets a little more complicated. Hopefully this chapter will help you have a better understanding:

Resell rights in very simple terms is the ability to resell a product you bought or downloaded from someone else. You may buy directly from an authorized reseller of the product, or you may even buy directly from the source (The creator). Over the past few years some seriously "Barmy" rights have been introduced, but here at MRR we try to keep it simple, call us old school! Now let's take a look at all the terms:

- You have **Master Resell Rights** - you resell the product and you confer the right to your customer to resell it as well. Their customers can also sell Master Resell Rights and so forth.
- **Private Label Rights** - PLR is the hottest commodity without question, and we try our level best to sweep up as much PLR as possible for members. With PLR you can change the product to suit your requirements, obtain the source code and modify it and even put your name and signature on the product. We have to be very careful with PLR because there are many offshoots:
  - **Personal Or Non Transferable Private Label Rights** - This term basically means you can edit the product or source file, claim to be the author, create new products from

the content, without any type of editing your customer receives no rights to resell. However, you may be able to sell Resale Rights or Master Resell Rights after editing and securing the product as a PDF etc, it's always best to double check the license and if in doubt contact us at the [support desk](#).

- **Transferable Private Label Rights** - You can sell the PLR to your customers.
- **Basic Resale Rights** - you can buy the product and re-sell it, but the person buying it from you does NOT have the right to resell it.
- **Giveaway Rights** - you can buy the product and then give it away for free as an incentive.
- **Rebranding Rights** - these are similar to private label rights but there are restrictions on what you can do with the product).
- Resell rights can also include royalty rights and source code rights.

As always it's strongly advised that you read through the license as to what you can and cannot do with the product. If in doubt contact the seller to clarify the terms.

## **Chapter 7 - Using Affiliates For Your Website**

The product that you are selling to people is electronic. This means it costs you nothing to send it to someone but a click of the mouse. The more you can sell, the better off you are. This should make sense to everyone who is thinking of starting a resell site.

Affiliates are people who help you sell your products for your business. They do not do this out of the goodness of their heart. They do this to get a cut of the profit. For example, if you are selling subscriptions to your website, the more people who know about this, the better off you are. How do you advertise your resell website? By offering affiliate opportunities.

Affiliates will post a link to your website online and may even post an article or two about the website so that people are more inclined to visit your website. The affiliate website may look like an ordinary website, with a bunch of different articles, but may be completely devoted to affiliation with several different companies. Some people make their living being affiliates on the internet.

You can find affiliates for your website in a number of different online sites including [paydot.com](http://paydot.com) or at [click bank.com](http://clickbank.com). These are sites that are filled with people who will tout your product on their website. You create an affiliate relationship with them and they get a percentage for everything that they sell.

Remember that the product is electronic. It is not as if you have to pay for printing of anything. This means you can offer a good affiliate

percentage (such as 50 percent) for anyone who sells a subscription to your website.

Affiliate marketing is also called viral marketing. There are so many ways that you can market products on the internet that do not require money. Affiliate marketing is one of them.

Not only should you use affiliate marketing for your resell website, but you should also encourage your customers to use affiliates to sell their e-books. There is only so much that one person can do on their own, no matter how great the product. It makes perfect sense to use affiliates.

Make sure that you submit your affiliate products to affiliate marketing directories such as [affiliateassociates.com](http://affiliateassociates.com) or [refer-it.com](http://refer-it.com). These can get you more exposure for your affiliate offers. And remember that the greater the percentage you offer, the more takers you will get on your affiliate programs.

Once you have enough affiliates talking about your product and trying to sell it (and the more the merrier) you will create a buzz about your product. This is what is known as viral marketing. People will have heard about your product or website without you spending a lot of money advertising. It really ends up working well when it comes to marketing your resell website as well as giving your customers tips on how to sell their e-books. Remember that when the customer wins and ends up doing well in selling an e-book, they will most likely come back to you for more products. You keep supplying the resale rights and they will keep selling.

Quick Tip:

Treat your clients like business partners. You may want to provide a free report that tells about internet marketing of the e-book for your clients. You can also issue a newsletter for your clients each month that gives marketing tips. Never just be satisfied with selling a subscription to your site. Keep the customers happy and coming back.

## Chapter 8 - Packaging Tips

Many of the customers who approach your website will not have any idea of what they want to sell or how. They will know that they just want to be able to make money on the internet and will look to you for salvation. How can you help them?

One way to really market your resell products well is to offer packages. You can offer an e-book as well as some articles to sell the e-book, several sales letters, auto responder ads and blog articles for one low price. You can also offer to set up the domain name and website for the client.

We already talked about a website and domain name registration. This is easy to do. By doing this for the client, you are not only offering an additional service for which you will be paid, but you are helping the client get their feet wet with marketing.

In the last chapter, the quick tip was about providing your client with a marketing report. A report is a mini e-book. It gives your client basic tips on how to market his or her product. This can be very helpful for the new client. You can provide a welcome aboard package for subscribers to your website.

You can offer deluxe packages as well as basic packages. You can mix around the rights for the packages as well as offer different products.

It cannot be too overstated how important it is for your clients to be happy. Happy clients bring repeat business. The rights reselling

businesses is not a take the money and run business. It is a business that runs on satisfied and repeat clients. It is something that you should want to have and keep for a long time.

Part of the success of your business lies within the marketing that your clients do. There are many people today who say they want an e-book. Some of them want them purely for vanity purposes while others envision that a fiction e-book about their exploits in Mexico will sell millions simply by going live. Others are more realistic when it comes to expectations about their e-book sales and have put together a marketing plan. You should encourage your clients to put together a marketing plan and have one yourself.

The more your client sells, the better off for your business. The more products they will want from you and the better they will chat you up to their friends and colleagues. Your clients are your best advertisement. If you have a bunch of subscribers who are sitting around, not selling anything and complaining that they have paid into this subscription service and have not made any money, who do you think they are going to blame? Not themselves.

This does not mean that you have to take them by the hand and lead them to the promised land of marketing, but you can give them directions. By giving them a free marketing report or a newsletter, you can do wonders to try to help them market their e-books that they are purchasing the rights from you.

## **Chapter 9 - Other Internet Marketing For Clients**

Clients can find a number of ways that they can market their product, which is the e-book. Some of them include:

- Blog Entries;
- Informational Article entries;
- Autoresponder Ads
- Forums

### **Blogs**

Lets take blog forums for starters. If part of your rights resell package includes blog entries, it is common sense that you would want to have a blog where these items can be posted. Blogs are usually written in the first person and relate to the personal experience of the blogger who, allegedly, has used the e-book or needs the e-book.

Starting a blog is easy. This is something you can do for your clients or for your own business. Your blog could be about making money online by selling rights. Each day, you can have something different to add to the blog about your experiences. You will want to make sure that your blog is filled with keywords about your business and that there is a link to your website on the blog.

By adding to the blog each day, you will keep your blog in a good position in the search engines. Ideally, you would like to get to the first or second page on the Google or Yahoo search engines. In a

perfect world, it works that way. However, since the search engines are not that easy to manipulate, this will most likely be a hit or miss. But it only takes a few hits before people start coming to your blog.

You can put your blog on blogspot and even use AdSense for the blog. You can also host your own affiliates on your blog, although you should not stray too far from the course which is to get people to visit your reseller website where they can make money if they become a subscriber or buy a marketing product that includes an e-book and some other items to make marketing the e-book easy.

Of course, anything that you do yourself to market your website, you should also encourage the same from your clients. Starting a blog is the easiest thing in the world and best of all, it is a totally free way to advertise on the internet.

### **Informational Article Entries**

There are several informational article sites that will allow you to post free informational articles and will also allow you to post a website address. The secret to this is that you cannot make your articles look remotely like advertising vehicles or they will be rejected.

Some of the sites that will accept informational articles about your subscription based website include Ezinearticles.com, go articles.com and article city.com. All of them will allow informational articles to be posted for free.

When you are writing informational articles about your reselling rights

website, you will not be writing about your site, per se. Instead, you will be writing about the concept of what you do at your site. You will never refer to your website or post a link. This will get your article bounced. What you will do is post in the reference box the website of your reselling business.

The secret to informational articles is to make them short and sweet. They should be about 450 words, ideally, give or take a few words. Those that are too long are boring and people will not read. Most people have the attention span of a gnat, especially online. Longwinded text does not work.

Also, when you are writing your articles, you want to break up paragraphs. Nothing is worse to see than one long paragraph. It makes it very difficult to read. Break up the paragraphs as much as you can, making sure that they are about three or four lines each.

Some sites, such as ezinearticles.com will only allow you to submit 10 articles for free, after which time you have to pay. Some people get around this by opening another account. The most important thing for you to remember is that you need to have the keywords at about a 2-3 percent density in the article.

### **Autoresponder Ads**

Autoresponder ads usually are sent to people who have landed on your page but have not subscribed. You find this out through the bots on your website or you have them verify their e-mail address when they sign in for more information. The ads usually last 10 days and each

day, the person gets another free tip on what they can expect if they sign up for your product.

In your case, they can expect to get an opportunity to purchase money making e-books. Normally, when you are writing an auto responder ad, you should give your target market something free each day. Such as a free tip. If you are promoting a weight loss e-book, for example, you would give free tip each day on how to lose weight. Each day, you would ask for the person to become a customer and with each passing day, the message would get more urgent.

With your auto responder ads, you do not have advice such as weight loss advice so you have to think outside the box a bit and come up with something else. Your free tip each day can be a testimonial from a different client and how they used your website to make money on the internet.

The auto responder ads never get nasty or too pushy as this would turn off most sophisticated customers such as those who will be buying your books. But they do put a time limit on how long the person to whom the auto responder is being sent has to act in order to get a special deal.

When you are dealing with an auto responder ad, it is advisable to have a bit of a sale for the 10 day period in which the auto responder is being sent. If your subscription rate is \$30 a month, you can lower it to \$25 a month. But you have to make it clear that this offer will only be good for a short period of time. The person must act right away. And with each passing day, the message gets stronger.

Finally, on the last day, it is assumed that the person is not interested and you wish them luck with their ventures. You always end it on a good note as you never know - the person could have been on vacation.

Autoresponder ads work very well for any type of internet business. Because they come every day and give free tips (people just love that word free) they can bring in some business. Again, you will want your clients to use these methods as well as they work for everyone. You can even give them the ads as part of the package.

## **Forums**

Social networking sites are supposed to only be for social networking. However, when you find a forum that has your target market all congregated together, you would be foolish to allow such an opportunity to pass you by.

Forum spamming, which is when you post links to your website on random forums, is frowned upon. Rest assured that the forum police who have nothing better to do with their lives than patrol the forums, will be out in full force and will report your link to the forum moderator who will remove it. The funny thing is that spamming works. It is just considered "bad form" on the internet. Spamming would not still be going on if it didn't work. Although people are warned not to click on links, they do it anyway.

Still, you don't want to be known as the spam king or queen of the

internet so you might as well go by the rules. Go on the forums of sites where you find the biggest target market and play nicey nicey with everyone. Then, talk about your amazing business opportunity.

Better yet, you can talk about an opportunity that you took advantage of as a customer. Pretend you are someone else who has become one of your clients and made some money on your site. Heck, you can even create more than one persona.

Shocking? Unethical? No - it is just one of the oldest marketing ploys in the world. It is called the "bandwagon effect." You will be able to get people to jump on the bandwagon and come to your website if they think others are already making good money at the website.

Forums are a great place to meet congregations of people. Many of them are lonely and the internet is their only social outlet. For these folks, the opportunity to actually make money during their time on the internet may do them some good. It is at least worth their effort to give it a try.

## Chapter 10 - Some Success Stories

Bob was an average guy who worked a 9 to 5 job in the city. Each day, he commuted an hour back and forth to work each day. Bob was not happy with his job and he especially did not like his new boss who seemed to rise up in the company awfully quick. Of course, it had nothing to do with the fact that this new boss was the nephew off the CEO of the corporation. And the fact that he had just gotten out of college and had no experience. The new boss had "talent."

Bob had spent 22 years at the firm struggling for that promotion. It didn't seem fair, but then he got to know the corporate world a long time ago and was already disillusioned. He started fooling around on the internet after work to relieve stress. Then one day, he came across a site that was about resale rights.

Intrigued about the prospect of making money from home, Bob found out a little bit more about the site. He found out that he could market an e-book and make his own money. He really had nothing much to invest as the fee to purchase rights was very low. The site even offered a modest "getting started" package.

Bob purchased a book on, of all things, male enhancement. He laughed about this at first and did it more of a joke than anything else. He followed all of the instructions in the marketing report that came with the package of electronic text. He marketing the e-book in the way that the website instructed him.

He also used affiliates in his marketing campaign. Before this

endeavor, Bob only associated affiliates with those who were connected to his company in some manner. He never even realized that he could have his own affiliates.

With his website up and going and a bunch of affiliates lined up to sell his e-book on male enhancement, Bob was up and running, so to speak. The astonishing thing was that he began making more money on the e-book than he was making at work.

A corporate man for a long time, Bob was not about to quit his day job. Although the new boss was bearing down hard on him and threatening to fire him and get someone younger on a daily basis. Bob hung in there. But the e-book still was selling very well.

Bob decided to purchase another e-book from the site. By this time, he had a good marketing plan underway and was able to market the new book without any help from the site. He was doing really well. In fact, now he was making a substantial amount more from his online marketing than he was in his corporate job. He began looking for self insurance programs.

One day, his snotty boss decided to blame him for some reports that Bob never even had. The nephew of the CEO was not about to blame himself and they were heading into a big meeting with the board and the CEO. At the last minute, Bob decided to do a power point presentation.

It consisted of him stating that he never had the reports, but he did have something for the new boss to look at. And what was it? You

guessed it. Bob's power point presentation was a free copy of his first e-book for everyone's benefit.

They still talk about Bob today and his stunning departure. Bob has never looked back. He no longer has stress in his life, likes his business and is making more money than ever. Right from the comfort of his own home.

Julie was not a corporate person but didn't seem to be able to hold a job. She flitted from one thing to another, always either quitting or getting fired after a few months. A highly creative individual, Julie never felt that she fit in anywhere that she worked, which made things even more difficult.

The one thing that Julie liked to do was write. Although she knew this was a long shot as a career move. After all, she might as well say that she was going to become an actress.

Julie was surprised that copywriters were in such demand on the internet. She met Joe, who owned his own subscription site for resale rights and became a copywriter for him. Joe provided her with plenty of variety of work that she could do and Julie loved it.

Prior to meeting Joe and flitting from job to job, Julie had been on both welfare and food stamps. Thanks to her copywriting job, those days are long behind her. Last month, she was able to take advantage of the low prices in homes and put a deposit down on a modest home. She is able to put food on the table on her own for her children and herself and needs no more government benefits. Julie has become self

sufficient thanks to a chance meeting and finding a job she never even knew existed.

Let's talk about Joe. Joe was another guy who worked at an unfulfilling job that he didn't want to retire from. Unlike Bob, Joe only worked at his job a few years. But he already knew what he wanted to do. Joe had vision. He saw the future on the internet and the future was more information. Joe was smart enough to find a niche in the market that was virtually untouched and decided to go for it. He set up a subscription based resale rights website.

Within a few short months, Joe was able to quit his job. His business took nearly a year before he really started making some good money, but like Bob, he does not miss the life he once had - working for someone else and jumping every time someone pulled your strings.

More people are beginning to think like Bob, Julie and Joe. They are sick of being told what to do in jobs that they don't like. Years ago, there was loyalty from the company. The company took care of you and provided you with benefits. You did a good job and went to work when you should and upon retirement you were presented with a gold watch and a pension.

Today, things are different. There is no more loyalty towards the employee. If a corporation can outsource to save 50 cents, they will do so and cut your job. It is now up to individuals to take care of themselves.

One way to do this is to market on the internet. If you sell things that

everyone needs, such as information, you will be able to make a fortune.

## **Chapter 11 - Some Tips On Packaging**

Are you wondering how you can package your products so that your customers want them? Here are some tips on packaging products that will appeal to a wide variety of customers - whether they are novices or experts in the technical or marketing aspect of selling informational products

### **The Deluxe Package**

The deluxe package is the crème de le crème of all of the packages and is ideal for the person who is just starting out in the resale rights world. They get the following:

- Web domain registration
- Web site set up and hosting for one year
- E-book of their choosing with graphics included
- Choice of sales letters (choice of 3)
- 10 articles for Ezinearticles or other informational article sites
- 10 Autoresponder ads
- Set up blog spot
- 10 blog postings for the blog page
- HTML links for their website

The deluxe package can be very beneficial to anyone who has never before been through the internet marketing process. Of course, like all of the packages that are being offered, it also includes a free

internet marketing report.

### **The Starter Kit Package**

The starter kit package is for someone who just wants to get the information but who doesn't need the technical aspect such as the website and HTML link information. The Starter kit package is ideal for someone who may have some technical expertise but who needs someone to do the writing for them. It includes:

- E-book of their choosing with graphics included

- Choice of Sales letters (3 included)

- 10 Ezine Articles

- 10 auto responder ads

- 10 blog postings

The starter kit will work for those who want to save their pennies and still get a quality product.

### **The Budget Package**

The budget package is designed for someone with a budget in mind and who doesn't have a lot of money to spend. It includes the following:

- E-book of their choosing with graphics included

- Sales letter

- 3 Ezine articles

Again, the marketing information is available and the person can always upgrade if they so choose.

In addition to the above packages, a person can also purchase items separately. If you have a subscription service, you are better off to use a points system. This means that each item is worth a certain number of points. The person has to stay under the number of points or else everyone will be purchasing the deluxe package.

These are just simple guidelines as to what you can do with your site. You can mix and match them as much as possible. You can also offer to submit the ezine articles yourself for the client to make sure that they get accepted. Remember that the more you offer to do, the more you can charge. Never feel guilty about charging for your time as you are well worth it.

## **Chapter 12 - Some Final Tips On Making Resale Rights A Success**

Resale rights can be a success for everyone involved if they are handled in the right way. Make sure that you follow the below tips to make a fine success of your resale rights business:

### **Understand the different types of rights you can sell**

This is the most important aspect to having a rights resale business. If you do not understand about the different types of rights, how can you explain this to the customer? You need to understand and have contracts drawn up so that clients can sign agreements with regard to the rights.

In addition to you understanding about the rights, the client should also be well aware of what he or she is buying.

### **Understand the market**

Stick with products that are good sellers but this does not mean that if someone put s a clever twist on an old project you should reject it. Remember that clever is in. Books on making money will always sell. Books on umbrellas will probably not sell. There is a difference between unique and just plain strange and unwanted. You want to get some products that are not run of the mill, but you also want to be able to sell them. The more you understand the market the better of you are going to be.

## **Do Not Under price your work**

Many people who start out in business have a tendency to do this. It is almost as if they do not feel they have the right to charge a competitive rate. Take a look at your competitors and charge for your products just as they do. Not only will you keep the price stable, but you will look more professional.

Some people do not understand that cheaper is not always better to a client. Some of them feel uncomfortable with very low prices - they feel as though they are getting junk. Sure, you want to offer them a discount to get them started, that is a wise marketing move. But do this as an introductory offer and do not just go out and undercut. It will only look as though your work is second rate.

## **Use RSS Feeds**

If you are using blogs to promote your website (and I can't believe why you would not want to do this) you should use RSS feeds to make sure that your blogs are updated automatically each day, whether or not you put in any new information. If you have RSS feeds fed into your website (they can be from anywhere, but it helps if they are related to your product) your blog will stay at the top of the blog heap and people will continue to visit it. RSS feeds make your blog and even your website appear more active than just remaining stagnant. RSS feeds should be incorporated anywhere you can place them.

## **Build up a good relationship with clients**

Never take a client for granted. Do what you can to maintain a good relationship with clients. That being said, do not give away the store just to please someone who will not be pleased. There is an old Aesops Fable that says “please all and you please none” and that applies to any business. Do your best to try to make the clients happy, but do not give away the store. Realize that you will run into some people who will be dissatisfied.

### **Always be looking for good copywriters**

This is just sound advice. Your copywriters are the bread and butter of your business. If you do not have copywriters, you had better get used to writing really fast or you are out of luck. As this can be a transient profession, you should make sure that you have several reliable people who will work for you. Build up a good relationship with those who you have and you will probably keep them on.

### **Give An Internet Marketing Plan To All new members**

Either do this in a newsletter each month (which is a good idea) or give them the tips on the website or as an electronic file. Not many people understand how to use the internet for marketing. By giving them a free internet marketing plan, you will be giving them something different than the competitors. And you will have more satisfied customers who will not only buy your products but know how to market them.

### **Use affiliates**

Make your site an affiliate site so that people will sell your services. Remember that the more of a percentage that you give them, the more inclined they are to sell your product. Also give your clients information about affiliates including just how they can form an affiliate relationship with a number of websites that will help them sell their product.

### **Do not use paid advertising**

Paid advertising looks like advertising and rarely works anymore. People don't want to click on ads, banners and most of them have pop up blockers installed on their computers. There are enough ways to advertise on the internet without having to pay for it.

### **Consider a joint venture**

If you have an exceptionally good provider or client, consider a joint venture. If someone can help you market your business in a more effective manner, it is wise to team up with them to form a joint venture. A joint venture is a partnership that is established for one project.

Also, do not hesitate to trade work to get some things done. If you are just starting out and need graphics and you know someone who can provide them but does not know how to start a website, you can trade services. Not only will you get what you need without shelling out any money, but you will most likely learn a thing or two.

## **Package your products wisely**

You can even have clearance e-books. These would be those that have been around for a while or are just not well written. The more choices you can give your clients, the better they will like it. People like getting choices and they like the idea of bargains as well. By offering them both, you can come up with a truly unique website.

## **Submit Free Reports**

Get a report together about your e-book and encourage your clients to do the same. Free reports can be submitted to certain sites such as jogena.com.. This is a site where people go to download e-books. If you have a good product, giving away a free teaser is a good idea. You are not giving away the entire book, but allowing people to get an idea of what it is you are selling.

## **Package your content for resale**

Make sure that you use the package concept when reselling. Again, the more service you can provide your clients, the better off you will be as most people today, especially in the United States, where a good part of your market will be from, are very convenience oriented. Us here in the United States will pay \$3 for a loaf of bread at a convenience store that they can get for \$1 at a grocery store. Why? Convenience. We are the land of drive up banks, fast food restaurants and even drive up cigarette stores. Cater to this market by making your site as convenient to use as possible and your rights convenient to attain. You are practically holding their hand every step of the way,

but it will be worth it in the long run.

### **Keep your website going**

Never allow your website to get stale. Keep working with copywriters and trying to procure new business. Never feel comfortable with the way things are - you should always be growing, especially when you own your own business. You never know if a freelance copywriter is going to find a new job or if you are going to start losing customers. Keep your website up to date and relevant with the times.

Speaking of which, you should get rid of any e-books that are seasonal or at least put them in the clearance bin. Have all of your information on your website up to date and fresh.

### **Use Copywriters to re-write**

You can have another copywriter re-write an e-book written by one of your other copywriters and pay them less. The more product you have, the better off you are on the site. One way to get it cheaper is to pay for a rewrite instead of a full project where the writer actually has to do research.

### **Use testimonials**

Make sure that your clients know to use testimonials on their website as well as in their sales ads. Testimonials can add much to the credibility of your product.

## **Hang On To Master Rights**

Hang on to the master rights for what you have paid until you are ready to sell the business. Speaking of selling the business, if you get a viable offer, do not hesitate. You can always build up another business and it is sometimes a good marketing move to sell when the business is at its peak. But hold on to those master rights that you paid for until you are ready to sell the site. Those are your bread and butter and you should not want to get rid of them.

## **Always Be Learning**

There is an old marketing saying that you should remember the ABCs of marketing (always be closing.) When you have your own internet business, especially the internet which is so new and is always growing, you should always be learning. There are new websites starting every day that may help you with your own site. Spend a portion of every day learning about your business and how you can make it better. If you own your own business, the goal is not to do as little as possible to make money, the goal should be self satisfaction, the chance to work hard and reap the benefits for yourself instead of someone else, and to continue to learn and grow. If you go into a business of your own with that attitude, you will be successful. If you go in it to only make money, you will be doomed to fail.

Follow these tips to keep your resell rights site going strong. This is one of the hottest opportunities on the internet today and it is largely untouched. Get started but make sure that you follow the tips in this book to do things the right way.

## **Glossary Of Sites**

Some websites and other places that can help you either establish your master rights resell site or that can contribute to your marketing or the marketing for your clients are as follows:

### **Picking Up Resell Rights**

Yesterdays products are old news, that's the way it goes with resell rights, EVERY reseller needs to be providing the newest products around to their list or estore etc, if you attempt to resell the 'OLD' stuff, then you may be doomed for failure.

In my honest opinion, and yes I am biased, there is only one source online for a steady flow of products with resell rights and that's my very own [www.MasterResellRights.com](http://www.MasterResellRights.com). It's been in operation since 2006, and is classed as one of the oldest memberships online that supply products with resell rights. Over the years I've built a team of graphic designers, copywriters and product creators to help aid all members, and we strive to update every single day if we can.

## **Selling Resell Rights**

[www.warriorforum.com](http://www.warriorforum.com)

At this site, you would list your information in the forum section and perhaps indicate that you are having a sale. This is one of the few sites on the internet that allow you to actually sell e-books to resellers.

## **Hiring Freelance Writers**

[www.elance.com](http://www.elance.com)

[www.getafreelancer.com](http://www.getafreelancer.com)

Look for a freelance writer with whom you can work on a long term basis and do not limit yourself to just one person.

## **Getting Graphics**

[www.projectstormdesigner.com](http://www.projectstormdesigner.com)

[www.photoshopindepth.com](http://www.photoshopindepth.com)

Again, you can create your own graphics with various software programs. If you purchase graphics, make sure that you have the Master Rights.

## **Publishing Informational Articles**

[www.ezinearticles.com](http://www.ezinearticles.com)

[www.goarticles.com](http://www.goarticles.com)

[www.articlecity.com](http://www.articlecity.com)

As long as your articles are not sales oriented and are strictly informational, you can post them for free on these sites. Make sure that they are chock full of keywords.

### **Distributing E-Books**

[www.lulu.com](http://www.lulu.com)

Along with distributing virally, you can suggest to your clients that they use a site like Lulu to distribute their e-books. You want to make sure that they do not use print media and this should be spelled out in the agreement between you and your client.

### **Submitting Free Reports as Teasers For Your E-book**

[www.jogena.com](http://www.jogena.com)

This is a site that people use to tease others who are interested in downloading e-books. A free report is put on the site that gives them some practical tips and makes them want to learn even more. How can they learn more? By purchasing your e-book. This is a simple site to use and you can submit the reports for free.

### **Getting Affiliate Status**

[www.paydotcom.com](http://www.paydotcom.com)

[www.clickbank.com](http://www.clickbank.com)

This is not only for you, but for your clients as well. Remember, the more you offer as a percentage, the more that you can sell. It is all profit for you as the item is electronic. Offer more than the other people on the site and you will have affiliates coming out of your ears, looking to sell your product. Your clients need to know about this as well.

### **Affiliate Directories**

[www.assoicateprograms.com](http://www.assoicateprograms.com)

[www.refer-it.com](http://www.refer-it.com)[www.refer-it.com](http://www.refer-it.com)

These are just ways to post your affiliate information to gain more affiliates.

### **Free Blogging**

[www.blogspot.com](http://www.blogspot.com)

[www.squidoo.com](http://www.squidoo.com)

These are just two of the many, many different blogging sites on the internet. There are too many to list here. You can use both of these to tout your products and both have forums. Remember not to be the swarmy, sales person on the site so that people are not turned off. You should have an aura of success around you that others will want to follow.

I hope you enjoyed reading this eBook as much as I enjoyed writing it. If you have any questions then please contact me via my support desk at: [marketersupport.com](http://marketersupport.com)

Wishing you much success,

Bren O'Hara

[MasterResellRights.com](http://MasterResellRights.com)