

Tom Duong's

# Resell Rights Profits Exposed



**Discover the Easiest and Laziest Way  
of Making Money Online by Using  
The Power of Resell Rights,  
Master Resell Rights and  
Private Label Rights Products**

By Tom Duong  
[www.TomDuong.com](http://www.TomDuong.com)

**ALL RIGHTS RESERVED**

No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

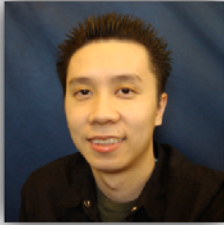
**DISCLAIMER AND/OR LEGAL NOTICES**

The information presented herein represents the views of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the rights to alter and update his opinions based on the new conditions.

This report is for informational purposes only and the author does not accept any responsibilities for any liabilities resulting from the use of this information.

While every attempt has been made to verify the information provided here, the author and his referrals cannot assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional.

# About the Author



Tom Duong has been actively marketing on the Internet since early 2006 and has been enjoying huge success in a number of niche markets.

He is highly dedicated to help new marketers begin and profit from their own online business by guiding them with his easy to understand and step-by-step tactics.

He owns more than 30 websites online in various niches and each site generates a steady stream of income for him.

His vision is to turn his blog at [www.TomDuong.com](http://www.TomDuong.com) into a learning center where newbies and experienced marketers alike will be able to find good marketing tips and advice to help them on their road to success.

When Tom is not hard at work, he enjoys watching mixed martial arts videos, reading self-improvement books, and spending time with his friends and family.

Visit Tom's Internet marketing blog at [www.TomDuong.com](http://www.TomDuong.com).

# Table of Contents

Resell Rights: An Introduction .....	5
The Benefits of Becoming a Reseller .....	6
The Different Types of Resell Rights Products.....	7
Where to Find Resell Rights Products.....	9
How to Profit From Resell Rights Products.....	12
30 Powerful Tips on Using Resell Rights Products.....	16
Conclusion.....	22
Recommend Resources .....	24

# Resell Rights: An Introduction

Generally speaking, resell rights are very much what one would suspect from the terms themselves. It means that once one has purchased a given product, they will be able to resell that product to others. That is the simple definition, there are actually several types of resell rights that one must be aware of that will affect how you can resell the product. The most common resell products are eBooks and various pieces of software. However, the resell rights field is open to a wide gamete of products and services.

A commonality among most resell right packages is that they will not allow the purchaser to alter the product or content and/or change the information of the product in any way. It is important that if one decides to purchase resell rights for a certain product, that they always read the disclaimers and contract information extremely carefully. If one wanted to change the product or to edit the content, they would then need to contact the author or creator of the product and request a partnership or ask to buy the editing rights to the product as well.

Statistics show that the market for resell rights have drastically increased over the last 5 years, this is partly due to the fact that many people are searching for additional and/or supplemental income. It is also partly due to the increase in interest and success of ecommerce. Every day millions of people go online searching for information, products and services. On such product that has gained increasingly more interest recently has been the selling of resell rights.

The following paragraphs will provide an overview of what resell rights are, the benefits of become a reseller, how to use resell rights, and some tips on who to get started in the resell rights market. The goal, of course, is to assist you in making the greatest profit margin possible. There are many ways to go about marketing and selling resell rights products, but the fact of the matter is that not all of them are effective. That is why we have compiled some basic facts and tips to guide you along the path to success.

# The Benefits of Becoming a Reseller

## ***No need to create the product***

One of the greatest benefits of becoming a reseller is that one does not have to take the time and energy involved in creating a product. That in and of itself is worth the price of the resell rights to a product. Most entrepreneurs spend the majority of their time and money in creating and perfecting a product. By buying the resell rights to a product, one gets to skip the hardest and most expensive stage of getting a product to the market, development. Often times one will save time, energy, and money in purchasing resell rights as opposed to trying to create and develop their own product.

It can literally take thousands of dollars to get a good product up and running. That does not include the time the owner spends, without getting paid of course, calculating, designing, and planning the product and its release. All that is done without even the certainty that the product will be successful and marketable. That is why reselling can be such an advantage. You can take an already successful product and make a profit off of it. Working in tandem with an affiliate can quickly become a win-win for both parties as well.

## ***100% profits - no need to split sales like affiliate marketing.***

Another benefit of becoming a reseller, and a big one at that, is profit. By purchasing the resell rights, one does not have to split sales like in affiliate marketing. The profit is 100%. That makes the entire financial side of the equation much simpler. It can be so frustrating to have to divide up the product a million and one ways. With the resell rights in hand, all the profits go directly to the owner of the resell rights. That turns out to be a pretty sweet deal for the owner of the resell rights.

The title of this expose is Resell Rights Profits Exposed, and that is exactly what we are doing here. We are exposing the truth about the profitability of resell rights and their products. If you are not working in tandem with an affiliate, the profits are truly %100 yours. If happen to be working or chose to work in tandem with an affiliate, then the profits will be split according to the agreement between yourself and the affiliate. Whatever the case may be, the profit margin is extremely high for resell rights in comparison to other methods of product selling.

# The Different Types of Resell Rights Products

There are four basic types of resell rights: resell rights, master resell rights, private label rights, and giveaway rights. Each one of these includes their own inherent advantages and disadvantages. However, a creative entrepreneur can take whatever disadvantages and work it for an advantage if they want to. Each one of this will be further examined as well as the benefits of each will be explored.

## ***Resell Rights***

Normal resell rights is pretty much what one would expect it to be, it means that once one buys the product they are able to sell it to their customers. That being said, this type of resell rights may also come with some limitations. For example, there may be a qualifier that says that the product can only be sold for a specific price. It means that you can sell this product to your customers and keep 100% of the profit. Another caveat is that one cannot resell the resell rights. That is, when one has purchased the resell rights to a product, whenever they sell that product they can only sell the product itself, and not the resale rights. Basically it means that the product should only include the Personal Use Only right (PUO).

Normal resell rights are usually cheaper and more common. They tend to protect the product and as well as allow the creator to continue to maintain a type of “copy right” status, meaning that they will always get credit for the work that they have done. This first type of resell rights is a pretty safe one to begin with. It is simple and straight forward. It does not have many bells and whistles so to speak, but it is a great way to get some experience in the resell rights market while having to put in minimal work.

## ***Master Resell Rights***

The next type of resell rights is master resell rights. With master resell rights one can not only sell the product or service to just about whoever they want, they may also allow the customers to have the right to sell the product as well. In certain situations, one may also be able to pass along the master resell rights to their customers. This will allow one’s customers to not only sell the product but to pass along the resell rights as well.

Notice the advantage that this type of resell rights has over normal resell rights; here one is able to also pass along the rights to sell the product to their own customers, always at a price of course. This category of resell rights it typically more enticing to customers, and they are often willing to pay a higher price for it. One will have to pay a

little more for this type of resell right on the front end, but it will not take long for that small initial investment to pay off big time.

Typically, a product sold with master resell rights will include a terms of use. This a very important piece of the master resell rights puzzle, so make sure that you know what the terms of use entails. Here is an example:

Master Resale Rights License Includes:

- [YES] Can resell unlimited copies of the product for any price
- [YES] Can bundle in with other products
- [YES] Can pass along resell rights to customers
- [YES] Can pass along master resell rights to customers
- [YES] Can include in a paid membership site
- [NO] Can include in a paid membership site
- [NO] Cannot sell the software on eBay or any other online auction sites
- [NO] Cannot give the software away for FREE

The “terms of use” is fairly simple and straight forward. If you do not understand the terms of use put forth by a seller, then be sure to ask for clarification. It is important that you know what you can do with the product and what you can allow your customers to do with the product to prevent any future problems that might arise along the way. If there is not a visible terms of use with a product that advertises master resale rights, then it would be prudent to ask for one. It can save a look of headache latter on down the road.

### ***Private Label Rights***

Private label right are another type of resell rights. With private label rights, one may not only resell the product, but also has the option to edit the content or the product and claim it as your own work e.g. you would become its author. This is common in the ghostwriting market, where you can put your name to copy and change it up to your liking and take full credit. This is a great way to get known by name on the web. A note of caution is that you should also read and know what you are attaching your name to, do not endorse or sign anything that is not up to your quality standards. Once you put your name on it, it is your neck on the line.

The biggest advantage to private label rights is that you can have other people do most of the work and you can put your name on it. Again, quality control is key, but using private label rights allows you to get name brand recognition without the hours and

hours spent writing and revising copy. It will take some time at your end to make the copy fit your style, but overall this is one of the better resell right deals out there.

### ***Giveaway Rights***

The last type or resell rights is the giveaway rights. This basically means that a person may give away the product. There are several reasons why this is can be a good strategy. Giving away a product can create a general buzz about your business and products. It is also a great way to get your name out there in the middle of all of the other businesses. This principle is seen all over, examples in the retail field would be free pens, mugs, and t-shirts that are often given out during advertizing campaigns.

A big advantage to this type of right is that allows you to give your customers something of value for free. This increases the likelihood of them returning to your website and making purchases from you. A slight disadvantage here is that you are not assured any profit from the giveaway. You put the giveaway rights in hopes that it will increase traffic and therefore increase sale on your website, but nothing is guaranteed.

## **Where to Find Resell Rights Products**

### ***The World Wide Web***

There are several places where one can find the various types of resell rights products. The most common in today's high tech world is, of course, the internet. The internet serves as the super highway for this type of e-commerce. The World Wide Web provides instant connections to millions of buyers and sellers. It is the single most powerful tool in both e-commerce and commerce in general.

While most readers may think that this is a given as a place to look, where to look on the World Wide Web is an entirely different story. Knowing the right places to look can save you hours and hours of endless, mindless, directionless searching on the web. That is why we propose two primary places to look for resell rights products: through classified websites and through various search engines.

Here are a few recommended sites you can download resell rights products:

### ***Resell Rights Mastery***



Resell Rights Mastery is a membership site where you can download hundreds of resell rights, master resell rights and PLR products.

Here's your special link to join as a Gold Member FREE:

<http://tomduong.com/recommends/resellrightsmastery>

### ***Surefire Wealth***



Surefire Wealth offers resell rights, master resell rights and PLR products. It is filled with lots of resources to help you get started online. Join below:

<http://tomduong.com/recommends/surefirewealth>

## PLR Wholesaler



Gain INSTANT access to Gabor Olah's Lifetime Private Label Rights Membership FREE. Inside the membership area, you'll find top quality articles, ebooks and software with private label rights. Join below for instant access:

<http://tomduong.com/recommends/plrwholesaler>

The next place is the common search engine. There are several very powerful search engines out there today: Google, Yahoo, Bing, WebCrawler, and MSN Live search to name a few. Google and Yahoo have the largest database which turns out to be a double edged sword. You will get a ton of results, but you will also have to sift through them to see which ones match up more closely to what you are looking for. Either way, online classifieds and search engines are both powerful tools in searching for resell rights products.

### **Contacts**

Another way to find resell rights products is through your own contact list. If you are on the web or already have a web based business or telecommute, then chances are you know someone who is in the resell rights business. All you need to do is spend a little time asking around and you will be surprised at what you find.

Personal contacts also seem to be the safest bet. While you will not find millions of options like you will go online, a personal contact is more likely to point you to legit products and services. Since they are also backing their recommendation, you are more likely to find something that you are interested in.

It is important to keep track of who you contacted for what reason and what their response was. You do not want to go to the well too many times so to speak. An excel document will suffice as a way to keep track of who is in what business and how they might be able to assist you either now or in the future. Remember not to burn any bridges; someone who is not useful now might be needed later. You are in the bridge building business, not in demolition; take that into consideration when talking to your contacts.

### ***In Print Mediums***

Lastly, one can always go to the old fashioned newspaper classifieds. This is not always a homerun, but more and more people are advertising web and internet based products and services in print form. It is always worth a shot. Local newspapers and even neighborhood newspapers are the first places to start. Larger newspapers are less likely to have local listings and are more likely to only including high paying ads.

Other in print mediums such as magazines are a little harder to come by in regards to finding resell rights products. Some magazines that are primarily e-products might have some listings but it is really hit or miss with many of the in print mediums. While they are worth some time going through, they are not worth putting all your effort into or betting the farm on. Your best bet is still the online search engines and classified listings.

# **How to Profit From Resell Rights Products**

### ***Package/bundle a few products on the same topic***

One of the best ways to profit from resell rights products is to package or bundle several products of the same topic together. Consumers love it when they see that they are getting more for their money. The best way to do this is two-fold: create general bundles and then create niche specific bundles as well. For example a general bundle

might be about health and fitness, while a specific bundle might be about digestive cleansing products to promote overall health. See the difference? One will target a much more general search and the other will target a very specific search. Working together these two types of bundles are very effective ways of profiting from resell rights products.

A package or a bundle is more appealing to a customer because it holds the promise of more satisfaction and lends itself more towards the customer feeling that they got a “good deal”, which of course will be true. This is a great win-win situation for both parties. The customer feels that he or she got a good deal and you get to increase your profit margin. If you offer a bundle of health related products and their resell rights, then the profit is all but in the bank. The consumer not only gets to enjoy several products, but also has the option of making money off of the product themselves. That is a very powerful selling point.

#### ***Use it as a bonus for your own product***

This is pretty simple, you offer the resell rights as a “bonus” for purchasing the service or product. This helps you to stand out from the millions of internet based business and will increase your sales. It is an economic fact that when consumer see that they can get something for “free”, they are more likely to buy. An important caveat here is that you do the math yourself to ensure that you will be getting the expected profit margin that you want. If you normally sell a product and its resell rights separately, say one for \$25.00 and the other for \$20.00 respectively, it would be expedient to raise just a bit the price for of the product if you are going to offer the resell rights for “free”. In the end the customer will still get a great deal and you will get to enjoy the profit, not eat it.

#### ***Use it as a bonus for an affiliate product***

Using your website as an affiliate marketing tool is a great way to insure a consistent flow of income. Affiliate marketing is fairly simple, a merchant finds someone who is web savvy and uses their website to promote his or her own products. Each person, the merchant and the website owner gets a cut of the final sale. This is not a pay-per-click system; money is made only after a sale. Offering resell rights to a product by buying an affiliate product will increase traffic on both your website and the sales on the merchant’s side of the business. That then turns into more money for you. It is a positive money making cycle that will continue to build upon itself.

Affiliate marketing is a great way to get lots of traffic in your website as well as make some extra cash on the side. Add in the resell rights to the mix and you have a recipe for success. The more people come back to your site, looking for good deals on products or even just for resell rights, the more they follow your affiliate links and purchase from

them. In the end it is almost like you are getting twice the pay. You can get what they purchase from you as well as a cut from what they purchase from the affiliate. Not a bad deal at all.

### ***Use it as an upsell for your product***

Upselling is as old as sliced bread. Chances are you have encountered someone today that has tried to upsell you on something. It can be as simple as, "We have a great desert wine offering today that would pair wonderfully with your choice of desert." Simple, right? It can be done in the ecommerce world as well. You can have it set at a certain amount such as if the consumer spends \$x.xx amount of dollars then they will get the resell rights for free or if they purchase the more expensive or the level up of product then they get the resell rights included.

Most websites have to have varying levels of products that they offer to their target audience. Some low level, cheaper products and services, followed by a medium level and a higher level, the key is to get the consumer to purchase for an increasingly higher level. The higher the level they buy from the more profit you make. That is why using resell rights, which are for all intensive purposes free, to upsell on your website is a great way to increase your profit margin.

### ***Use it to build your mailing list***

What you can do here is offer the resell rights in exchange for the customer signing up for your ezine or to be a part of your group mailing list. Make sure to have a congruent product in the ezine or mass mailing that goes with what is advertised on your website. That way, customers will not be surprised by what they see in their inbox the next week and then automatically put you in their junk mail box. This is essentially a numbers game, the more people you have on your mailing or ezine list the more people that will follow the links from that mailing to your website and so on and so forth. The point here is to create as many potential customers as possible, and if they are getting something for free just for signing up, they are more likely to return and purchase something from you later on.

### ***Use them to boost your pay per click response***

In the same vein as giving things away for free, you can use resell rights as "bait" to get people to click on your pay-per-click ads. Generally speaking, people who are browsing ads tend to click on ones that offer things for free. By including resell rights as a freebie, you not only increase that chance that someone will click on your ad, but you also spice up your page as well. The chance of getting something for free is almost too strong a temptation for many people, the offer is just too intriguing. And then when you follow through on the ad, many people will be amazed and return to your page time and time

again. The best place to put a freebie ad is in the headline, that is the first place people look and it is often the only place they look. Catch their eye from square one.

### ***Use them as content for AdSense websites***

The magic formula for the Google AdSense model is this – a content rich website with lots to explore. That is the most effective marketing strategy and is an automatic money making recipe. With the right resell rights, you can take the eBook apart and use it's different chapters each as a page on your website. That is what people are looking for, lots of info and lots of depth. You can also create this by offering to the customer a resell right product. That creates interest and intrigue. Variety and depth are two keys to working successfully with Google AdSense, and offering or taking advantage of resell rights is a primary way to create and maintain both.

### ***Use them as undefined gifts***

Studies have shown time and time again that the majority of people love surprises. This is especially the case in regards to getting something for free, as a bonus. A great way to use resell rights in this way is to put a note on your website advertising an undisclosed gift when someone buys a certain product. This method of bundling is also called a “grab bag” and has been done in the retail world for many, many years. This will keep the clients coming back again and again.

Falling back on some grade school logic, was it not the highlight of every party to get the little bag of treats and toys that the host gave to all the guests? Essentially you are recreating that excitement in your customers whenever you provide a type of “eGrab Bag”. They know that they are going to get something cool, but they have not idea what it is, so they buy the product sometimes just to see what the surprise is.

A resell right is as good as gold in these respects. It is easy to give out and tends to be a customer favorite. Who would want to turn down the option on making more money themselves from a product they just bought? The answer: no one.

Then what you can do is add a new product or service on a weekly basis for a while. Every time a customer returns to your site they will find something new and interesting. This creates more traffic and more traffic equals, you guessed it, more sales and more profit for you.

What this means is that you will have to plan ahead and map out when and how you want to start your grab bag sale and what products or services you want to offer afterwards. Have a plan and follow it, it is the best path to success.

Having a grab bag will also help your refund rate drop. Happy customers are returning customers, and happy customers do not return things or ask for refunds. They are getting something for free and that it likely to sooth any angst that they may feel about their experience with your website or your product.

## 30 Powerful Tips on Using Resell Rights Products

1. Use an example: if you are selling resell rights bundled with information about healthy eating, try to avoid super common key words and phrases. Rather, try to be more specific in your wording such as using healthy eating for men, or healthy eating in a vegan diet.

Choosing words carefully will help ensure that you do not get lost in the search results and will help you find a more profitable niche. The fact of the matter is that there are probably millions, if not billions of sites that will come up if the key term "health" is plugged into a search engine. You do not want to get lost in that mess of web pages. Instead, just by using some more specific terms you can bring the odds down to a much more manageable, and profitable number.

2. Find a niche: this goes along with tip number one. If all your competitors are also selling resell rights for a similar product, choosing your words carefully and try to avoid the ones they are using. This will send you a unique set of traffic that you will have all to yourself.

A good niche can get you a corner on the market and ensure that your business traffic stays steady, even when other parts of the market are not doing so well. Set yourself apart and cater to your target audience. Brand and name loyalty will go a long ways once established.

3. Be creative: this means that you need to look at what your resell rights will allow you to do and or change and then be inventive and unique in that work. You want to set yourself apart from the pack.

Concentrate on your product and what you envision before becoming too

concerned with what others are doing. Then look around and see how other are marketing similar resell rights and then try to do something unique and different. You want to stand out, but in a good way.

If what you imaged as your product or advertising is way off from what others are doing, there might just be a reason for that. On the other hand, you do not want to be too similar to others, so use your personality and make it your own.

4. Location, location, location: okay, even in ecommerce location is important, but it means a little different thing. You need to get your product and the resell rights you are selling in as many visible arenas as possible. This mean email lists, teleseminars, writing articles and a plethora of other things that could be added to this list.

The most important thing here is that you set yourself apart from your competitors and that you are in front of the potential consumer's eyes as much as possible. The laws of advertising work simply put.

The more people see your product, the more that image is likely to stick with them and remind them later whenever they need that product or service. It also encourages them to share that information with their friends and family. Word of mouth is a very powerful marketing tool as well.

5. Check out the competition: see what others are doing with the product and how they are advertising their resell rights. Either up the ante or out bid them for certain Adwords or search for ones that your competitors are not using.

You need to stand out and shoulders above your competitors. Sometimes it means out thinking them or out maneuvering them, and sometimes it means being willing to spend a little more on the front end in hopes for a greater return down the road.

6. Market correctly: there may or may not be hundreds or thousands of people marketing the same or similar resell rights as you are, but whatever the case may be, the important thing is that you market your product in a true manner (correct representation) and that you think through your marketing plan.

A haphazard, fly by the seat of your pants marketing scheme is doomed for failure. If you advertize something for free, give it for free. If you say that a product includes this or that, make sure that it does. You do not want to spend your time giving refund after refund. By marketing your products and services correctly, you can save a lot of time and money.

- 7. Know your audience:** one of the primary mistakes ecommerce entrepreneurs make is that they have an unclear picture of who their target audience is. When writing copy and promoting the resell rights, keep in mind a very real and concrete image of the target audience.

This will help ensure that you use words, phrases and imagery that will appeal to that audience. A great way to do this is by sitting down right off the bat and writing a paragraph or two describing your target audience. What are their likes and dislikes? What do they do for a living? What is their average annual income? Keep those paragraphs handy for quick reference.

- 8. Be selective:** the worse mistake a resell rights promoter can make is trying to sell the resell rights to an inferior product or service. Do not settle for whatever product rights are cheapest or most convenient. In today's economy, people are not willing to pay to take a chance on a product.

Investigate and stand behind a quality product, this is your best bet at success. You will be known by what products and services you provide which means that you want to do your best to provide the best product at the best cost. Do not be impulsive or emotion driven. Look at your business plan and your audience and then make a decision on what you want to offer to your customers.

- 9. Do your research:** take some time and see what is out there and how those products and services are being marketed. Try to create lists of which ones are succeeding and which ones are not, then try to imitate those who are succeeding, not forgetting to add your personal flare to the product and advertising as well.

Learn from the mistakes and the success of those who have gone before you. This does not mean that you have to do it exactly as they did, it just provides you with more information about the market and it helps you make a better decision on how you want to proceed with your business. This is not cheating, it is good business.

- 10. Talk to a friend:** ask around to see if you know someone who is already in the resell rights business. The best way to get a pulse on the market is to talk to those who are in the market themselves. Get advice and take what you like and discard the rest. Not everything everyone will say to you will be useful, and do not feel that you have to do things just like they said. Thank them for their advice and then make an informed decision based upon what your vision for your business or product is.

- 11. Hear what others have to say:** similar to the above tip is finding out what both consumers and producers are saying about various products and advertising strategies. A good place to start is online e-commerce forums. These are great places to see what is working, what is not, and to get tips and hints about how to get started.

If everyone loves AdSense, then it might be something worth checking out. If everyone loathes something else, then it might be a good idea to avoid that. There are no hard fast rules here, but hearing what consumers are saying about products and their needs can help guide you in your advertizing and selling.

- 12. Be purposeful:** simply put, have a plan. Map out exactly what you are going to do and how you are going to do it. A good way to begin this process is by having a notebook dedicated to your plan. This way you can check in periodically to see if you are moving according to what you had in mind.

Yes, plans will change, but you need to have a purposeful vision of where you are going to be able to get there. A good place to start out is to write out a vision or purpose statement. Post this somewhere close to where you work or next to your computer. This way it will continually serve as a reminder of what you are striving to attain. When you take your eyes off of the goal, you begin to lose ground rather quickly.

- 13. Have a plan:** what are you going to do if your product does not attract the traffic that you thought? What about refunds? How are you going to find resell rights products? Have these questions answered before you put yourself out on a website open to public scrutiny.

A way to do this is by creating a question tree. Have all the questions you can think mapped out on a piece of paper linked to their answer and what protocol goes with them. This will also come in handy if you have to ever enlist the help of someone else that is unfamiliar with how you run things.

- 14. Get help:** one of the biggest turn offs found on website marketing pages is typos. Be sure to have someone else read over your copy and your resell rights regulations before you post them. Typos and grammatical errors suggest that you do not care and are irresponsible, which may or may not be the case. The best place to start is with a word document. This will help with any spelling errors and any major grammatically errors. Then have some new eyes look over the copy or ad. If they get the some idea that you intended then it's a go, if not, then it needs a little work.

**15. Stay on top of it:** ever find a website full of dead links? Then you know how annoying it can be. Keep your website up to date and continue to check the links and images to make sure they are current and working properly. If you do not take care of your website, how are you going to take care of the customer? Customers will judge you and your product by your website and how much care is put into its maintenance. It may not seem like much, but this is often a make or break point for many customers.

**16. Make it look good:** a good website with well spaced copy and clear pictures can make the world of difference in the mind of the consumer. Spend a little extra time to take your website up a notch; this is another way of separating yourself from the pack. Clutter should be avoided.

If there are lots of links, consider using a side bar with tabs instead of imbedding everything in the copy. It will be easier for readers to find and follow. It might even be worth it to spend some extra money here to hire a website designer if that is not your forte. Looks do matter in this business.

**17. Be clear and specific:** use clear wording and be specific in regards to your product, services and the limitations of the resell rights. Yes, consumers do like surprises, but they tend to lean to liking the positive surprises much more than the negative ones. Being clear and specific lets the consumer know exactly what you are offering, its price, and exactly what to expect in return.

This goes for website navigation and payment methods as well. If a link says, “click to pay here” and you click and it takes you to another page that you have to click through to finally get to the payment page, the customer will probably check out with paying.

**18. Avoid corny clichés:** try to avoid cliché internet phrase like, “life changing”, and “in only a few clicks”. Consumers have seen these phrases on a million other sites. Be creative, but do not rely primarily on catch phrases to do your copy. Most people can see through the bull right away. Be professional and honest.

**19. Have knowledge of your product:** provide solid information about the product and the resell rights on your website. Know the product backwards and forwards. This way you will avoid misrepresenting the product on your website or not answering a consumer’s questions correctly. Those are major turnoffs. A suggestion here would be to provide a frequently asks questions section to your website. That is almost a must now a days and can save you and your customers a lot of time and frustration.

- 20.** Know your limitations: do not bite off more than you can chew. The selling of resell rights can be a relatively easy way of making money, but that does not mean that it requires no commitment. Know the time and energy you have to invest in the venture and plan accordingly. A man involved in too much will do none of it well. Focus on your goal, your vision, and stay on track. Once you get one thing down, then you can move on to the next.
- 21.** Study your competitors who are selling the same Resell Rights product as you do. Find out what MOST of them do to market the product. You might do well to do otherwise. Avoid the “herd mentality” where possible.
- 22.** If you have a flair for writing, you can edit the principal’s sales letter, a privilege that affiliates don’t have. You can throw in more bonuses and incentives for your prospects to purchase from you. Nowadays, potential customers do take the trouble to do comparison-shopping before purchasing, especially if he is going to purchase a Resell Rights product.
- 23.** You can bundle a package of Resell Rights products and sell at a reasonable price. Be sure that all of the products are up-to-date (not more than 2years old) and are of the same theme.
- 24.** Create a new digital product in YOUR name and package the Resell Rights product into your product to add value. This is possible because most Resell Rights product authors allow you to package their products so long as their Resell Rights terms and conditions state so.
- 25.** You can add your own Thank You Note and an advertisement of your own into the Reseller Materials Pack if the products you are selling have Master Resell Rights, allowing your customer to resell to others and keep all the profits. This is another viral method of spreading the good word of other products or services you sell or are an affiliate of.
- 26.** Get to know the original product author. E-mail or call him. He can be your best friend and dispense useful information to you not found in his product or update you on his next plans that might benefit or profit you. Be an insider reseller!
- 27.** If you are just starting out, you are strongly advised to start with selling just ONE product, not a bundle of 50 products. Focus is important and crucial to your success. Give all you have on selling one product and profit from it first. You can slowly add products to your inventory later.

- 28.** Remember that they are called “products” and NOT “parcels” just to be sold to another person. This is a common mistake on the part of the resellers. Products are to be used in full. Bear in mind that reselling them is a means of income opportunity.
- 29.** Don’t let the number of resellers selling the same product as you intimidate you because the truth is that not all resellers do sell well even if they have a good product in their hands. According to an informal survey, only less than 5% of them are making money with it! If you are wondering what the 95% of the other resellers are doing, they either set up a sales page and hope someone comes by, market the product the wrong way, or do nothing with it.
- 30.** If you discover any other resellers who are violating the Resell Rights terms and conditions, it is your duty as an ethical reseller to report to the original product author so that appropriate action can be taken in order to protect all honest resellers.

## Conclusion

The selling of resell rights can be a great way to increase your profit margin and get you in the black and rolling in green in no time. However, it is also a formal business that one must know about before jumping in head first. There are several types of resell rights that you can sell or package with your product: resell rights, master resell rights, private label rights, and give away rights, all of which have their own advantages and disadvantages to them.

While the information contained here is by no means meant to be exhaustive in nature, it is meant to point you in the right direction and give you a good foundation for building your internet business. Resell rights can be a very profitable market, but one needs to take heed to some of the tips and cautions that have been mentioned here. Thousands of people join the e-commerce trade everyday, not all of them become successful. It is our goal to make sure that your first steps on this journey are down the path to success.

There are also many ways to find resell rights products, most of which involved using the internet as a starting point. Other methods include common print mediums and

utilizing one's personal contacts. The just of it all is that the products are out there and are easy enough to find. One just needs to decide what they want to sell and then go find it.

The most important item to remember here is that you research whatever product you want to sell and make sure that it fits with the type of business person that you are. That is why it is also important to look both online and through the in print mediums to find what suits you the best. It is your name and your business on the line, just keep that in mind.

Getting started in the resell rights business can be intimidating at times. That is why we compiled a simple list of 20 tips that could help someone get started down the road to success by selling resell rights products. Looking at what others have done, knowing the climate of the market, doing your research and knowing your limitations are just a few of the tips that were discussed. The important thing now is that you are able to take those tips and apply them to your plan for your business. That is our goal.

With all this said, all there is left to do is to get started. The tools have been provided and now all you need to do is set down, make your plan, and get headed down the road to increasing your profits with resell rights. All the profits have been exposed and it is time for you to decide what you want to do with the information provided. Whether you are just interested in getting into this market or if you are a professional, we hope that you have learned a lot and that the contents of the above paragraphs will prove fruitful for you in your journey to success.

# Recommend Resources

## Recommended Reading

[Sales Funnel Setup For Newbies](#) – 6-part video training series shows you step-by-step how to setup your first online business and start raking in profits!

## Payment Processors

[PayPal.com](#) –start accepting credit card payments from customers around the world!

## Autoresponder

[Aweber.com](#) – enables you to stay in regular contact with your readers once you've got them subscribed to your email list.