

Resell Rights Success Formula

Resell Rights Marketing Success in Less Than 24 Hours!

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Introduction to Resell Rights: The Oldest Form of Product Arbitrage Available to Internet Marketers

I have been in the internet marketing niche for almost a decade and the very first phrase I had heard of as a newbie was "resell rights". Indeed, I would like to believe that resell rights is a very old form of business and something you can still make money from - in 2015. It is one of the most well known and profitable product arbitrage methods available to internet marketers: you buy resell rights products at a bargain and sell them for a hefty price. I would betcha that even stock traders cannot earn as much money as a successful resell rights marketer, not to mention that trading in resell rights products is a lot safer (financially) than trading with stocks. There is only one problem: a lot of newbie marketers don't know everything they need to know to become successful resell rights marketers.

Yes, as strange as it sounds, I see newbies making common mistakes in selling resell rights products all the time. In this report I will tell you everything you need to know about resell rights so that in case you are in the same boat as they are, this knowledge is gonna help you tremendously in the years to follow.

You already know that one way to make money through resell rights is arbitrage. Well, there is another way to do it: creating your own product and selling resell rights to it! Both methods have their own advantages and disadvantages. With the product arbitrage method you don't need to spend time or money on creating your own product or writing its sales page; as such, you can get up and running with the sales process rather quickly.

In fact one of the reasons why so many newbies get attracted to this business model is because they don't need any copywriting knowledge to write sales letter or any graphics design skills to design the product's covers and graphics. You don't need to gather years' of marketing experience (through trial and error) before you can create a 'mentorship course' and sell the DVD for \$997 (not to mention that unless you are a well-known name in your niche with an army of affiliates at your fingertips, you would find it darn near impossible to sell such high ticket items). Everything is already done for you through someone else's hard work, money and sweat, and the only thing you have to do is to change the payment link on the sales letters to point to yours! You can humanly setup as many as twenty or more resell rights products for sale per day. More importantly, you can sell the product at a no brainer price and even package it with other similar products if the product owner allows you to!

However the fact remains that you are still *selling someone else's products*, which means that you are not allowed to change the product in any way. Also there are lots of other marketers who have acquired the same resell rights as you have; as such, you are dealing tooth-and-nail with a really tough competition here. Imagine that you are selling a product that you can neither rename nor change the design of! You are basically one among the herd of marketers doing the same thing as you are. Does this kind of activity really help to increase your credibility as a marketer? You will need to sell the product at the bottommost price possible to outbid all the other marketers who are selling resell rights to the same product.

In contrast, while creating your own product requires talent, time and a considerable financial investment, there are lots of advantages to it. You can set two different prices for the product: one regular and another for those who want to buy resell rights to your product (preferably as a backend product). This way, you don't need to compete with millions of other marketers on the price point as you are not only the original creator of the product but also the only person who has got the rights to sell resell rights to the product. People can buy the product *without* resell rights from anyone they like but if they want to buy resell rights to it then they would have to come to you, the product owner. This is why it is advisable to keep the regular price of the product extremely low and sell the resell rights to it at a much higher price.

Say the product you are selling is a video course on 'how to blog'. Now, people won't pay \$297 for such a product, but sell the same product with resell rights and people would readily hand over \$297 or more to you. The rationale behind this is that while with the first purchase the buyer only gets to learn about how to create his own business, with the second option he is actually buying a turnkey business for himself which he can setup with just point and click! The old adage "give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime" just is not true for the internet marketing niche. Keep in mind that the richest and most successful marketers are people who don't teach people to fish but actually give them the fish to eat!

NEVER sell your product with master resell rights as you would be creating your own competition that way. Going forward, you can create another brand new product out of this product and sell it for another price. As you own the product, the money making opportunities you have here are virtually limitless.

That said, several successful marketers have been making a living doing nothing but selling resell rights to products created by someone else. If you are a creative person there is an alternative and an even better opportunity to make money from this business model.

Can you tell me which product rights offer you the best of both worlds: that is, you don't have to create the product yet you own modification rights to it? [Private Label Rights](#), of course! When you buy private label rights to a product, you essentially get the right to change the product content so much that you can even claim copyright to it! This is not possible with either resell rights or master resell rights (where you get the right to not

only resell the product to your customer but also sell the resell rights)

Product Rights Explained: The Different Types of Rights That Come with a Product Purchase:

- a) **Private Label Rights:** You can sell the product 'as is', or if you want to, you can 'modify' the product, put your name on it and sell it as your own product. **Some products owners even allow you to pass on the modification rights** to your customers as well.
- b) **Resell Rights/Basic Resell Rights:** You can sell the product but **can neither pass on the rights to resell the product** to your customers nor modify/change the product in any way.
- c) **Master Resell Rights :** You can sell the product and even **pass on the rights to resell the product** to your customers, but you cannot modify/change the product in any way.
- d) **Personal Use Rights:** You cannot do anything with the product other than using it
- e) **Giveaway Rights:** You can only give away the product for free. **You are not allowed to sell it for profit**, pass on the rights to resell the product to others or modify/change the product in any way.
- f) **Royalty Rights:** Royalty Rights are how bookstores work: they have to give a percentage of every sale to the author, the original creator of the product. The same applies to an internet marketer who sells a product with royalty rights: he has to pay a percentage of every sale he generates to the product creator.

Some products come with a combination of different rights. For example, a product may come with "resell and giveaway rights." In this case, the product creator has offered you the option of either giving away the product for free or selling it for profit.

Now that we have covered the basics, let me tell you why you should consider resell rights marketing as a viable business model (assuming that you are a complete noob with no prior experience in anything at all):

5 Things That Make Resell Rights Marketing a No Brainer Business Model

- a) **You earn 100% profit off every sale:** Remember, you have got resell rights, NOT royalty rights, to the product. This means you won't have to shell out a percentage of every sale you make to the product creator. You can keep 100% of all the sales proceeds - for a product you have not even created in the first place. I don't think anything can be cooler than that.
- b) **No experience or research required:** The product owner has already used his own expertise and conducted all the research necessary to create his product. Rest assured, you are going to make a very profitable income by selling this product to others. The only thing left for you to do now is to change the order link on the sales letter to point it to your payment link and upload all the sales materials, including the graphics provided, on to your web server. That is really as easy as it gets!
- c) **You can brand the product with your affiliate links:** These days a lot of resell rights products sellers are offering the customer the option of branding the product with their own affiliate links. This way you can make money both from the sales of the resell rights product itself as well as any sales which occur when your customer clicks through one of the links within the product. In other words, you are not only creating an instant income but also a residual income for yourself at one go!
- d) **You can modify the sales materials and make them unique based on your personality:** You cannot change the product but that does not mean that you also cannot modify the sales letter, email follow-up series, advertising copy materials, etc., provided with the product. A lot of lazy newbies don't perform this basic step and the result? They

become part of the herd consisting of other marketers selling the same product with the same sales copy. Don't be one of those fools. The time you spend on modifying the salesletter would be very little but it would help you stand apart from the rest of the crowd.

e) **Resell rights marketers make MORE money than affiliate marketers:** This is because resell rights marketers, unlike affiliate marketers, have made a sizable investment by purchasing the product so the main motivating factor for them is to recoup the investment. The second thing that motivates a resell rights marketer is this - unlike affiliate products where you get paid only with a percentage of the sales in spite of working real hard at marketing the product, with resell rights every dime you get from selling the product is YOURS and yours ONLY. This is the reason why lots of affiliate marketers come and go but resell rights marketers stay in business for a long time.

Deal of the Century

Get MORE THAN 1,400 Private Label Rights and Master Resell Rights Products For One LOW Price!!

What is Included in This Package?

The short answer is: "HUNDREDS of products." To give you an idea, if these were physical products (instead of digital products), you would actually have to hire a truck to have them carried to your home!

<http://supermrr.com/farewell-package/>

3 Things That Make Resell Rights Marketing a Risky Business Model

a) **Initial investment required:** As I have already pointed out, unlike affiliate marketing, resell rights marketing requires a sizeable investment on your part. You may not need to make as a big an investment as you would for starting your own brick-and-mortar store, but it IS investment nonetheless. For starters, you would need to spend money - not just on buying the resell rights product but also on domain name, web hosting, autoresponders etc. The only way you are going to recoup your investment is through the front-end sales of the resell rights product (unless the product creator has provided you with a backend income opportunity). Even there, you have to bear the burden of driving traffic to your website, which again may incur an investment on your part if you are using paid traffic. Also, some product sellers charge extra fees for the brandable version of their resell rights product; again, that adds another hole in your pocket!

b) **Product quality:** No matter how much you promote it, if the product is a piece of turd then you won't make a lot of money out of it. It is hard to know about the quality of a resell rights product without actually buying it. You can of course ask some back and forth questions to the owner, read the testimonials on the salespage (contact those who left the testimonials if possible), etc., to get an idea about the product quality. You should also ask the product owner if there is any backend income opportunity available within the product in the form of brandable affiliate links; this would ensure that even if you don't make much profit on upfront sales you can at least recoup your investment plus make a decent profit through backend sales.

c) **Tough competition:** Unless the original product creator has limited the number of resell rights licenses he would be selling, you are in for some really tough competition. On a small scale, pretend that you are peddling some wares on a sidewalk and dozens of other vendors are selling the same wares at the same place at a lower price just beside you. The resell rights business is even tougher than that because usually a product creator sells hundreds of resell rights licenses of his product. As if that is not enough, a lot of resellers violate their resell rights license terms and grossly undercut the price of the product they are selling. How can you ever outbid someone who is selling the same product as yours for just \$0.01? To top it all, there are also many illegal resellers who steal the product from torrent servers and sell it anyway like any other resell rights marketer even though they don't have the authority to resell it.

No wonder that it does not take even one year for a typical resell rights product to get saturated in the market. I am not been counting the number of people who maybe giving

away this resell rights product for free (some product owners allow this in their resell rights terms and others do not; I usually don't even bother to buy resell rights to a product if it also comes with giveaway rights)! It is impossible for the product owner to track so many violations of his resell rights terms and frankly, most product owners don't even care after they get their money in the bank!

Conclusion: Let us face it though, the disadvantages notwithstanding, if you want a shortcut to riches without doing much hard work and don't know anything about product creation then resell rights marketing is the only choice you have got. The numbers are proof in themselves - you have got 5 advantages and only 3 disadvantages of reselling rights marketing business.

How to Setup Your Resell Rights Business and Make Money From It in Less Than One day - Step By Step

Here is a rough plan about how to get started with your resell rights marketing business:

Step 1: Invest in [**quality resell rights products**](#)

Step 2 : Setup your payment processor. I suggest Paypal because it is popular (even if it is far from the best), recognized and trusted all over the world. From my personal experience I have found that a lot of people get 'jittery' and abandon shopping cart if they find out that I don't accept Paypal!

Step 3: Get a domain name. I would suggest [**Namecheap**](#) for this purpose. I register all my domains with Namecheap. They are the cheapest registrars I have found. They also offer free privacy protection for your domain's whois info as well as exemplary customer service (including 24/7 live chat). I would suggest you register a .com or .net domain name because these TLDs look professional. I would also suggest that you buy a domain which has the product's name (or something close to it) in it; this would help you get a lot of extra traffic from Google because every time someone searches for the name of the resell rights

product, your website would inevitably come up in the search results!

Step 4: Invest in quality hosting. I would suggest [Mddhosting](#) for this purpose. They use high quality servers and have never failed me. Sure they are a bit expensive but you get what you pay for!

Step 6: Modify (be sure to change the payment/order link in the sales page to point to yours) and upload the sales page materials that came with your resell rights product to your web server. Contact your webhost if you need help with this. If you are using Wordpress then you would need to buy a theme or plugin which supports the creation of one-page salesletters, such as [WP Sales Graphics Plugin](#) (no need to buy it again if you have already bought the farewell package from the earlier link - as this plugin is included with your purchase)

Step 7: All that is left to do is to drive traffic to your website. This is a rather broad topic and out of the scope of this report; therefore, I won't be discussing it. Two easy ways to drive traffic to your product would be: forum marketing (free) and PPC advertising (paid). But if you want to know about the EASIEST way to get free traffic - consider launching an affiliate program and make it free to join. Remember that no matter how hard you work, your efforts can never match with the combined marketing efforts of your affiliate army! Be generous with your affiliates and don't hesitate to pay them as much 75% commission per sale. After all, you don't have to spend a dime in delivering the product to your customer or on marketing the product; more importantly, affiliates are usually more attracted to products which offer them high commissions per sale.

You can advertise your affiliate program anywhere you like (PPC, paid newsletters, affiliate program directories, forums, etc) but DO NOT ever advertise your affiliate program on your salesletter as shady people can and will buy your product for a discount using their own affiliate links! If you are looking to launch an affiliate program then look no further than [Tradebit](#): they are easy to work with - unlike Clickbank, there is no product approval bullshit and you are allowed to sell just about any kind of digital product as long as it does not violate copyright/DMCA laws. It costs just a dollar to join Tradebit and you can add unlimited products into their system! The cool thing about Tradebit is that, just like Clickbank, they too have an army of affiliates to promote anything that comes with a fair commission percentage!

Getting Creative: Other Ways To Make Money From Resell Rights Products:

Like I already told you, these days a product owner, in order to leverage his sales, often offer extra rights in addition to resell rights as part of the product license. Depending on what kind of extra rights are included by the product creator, you can, in addition to making money by reselling the product -

a) **Build your own mailing list:** As you might have heard so many times, the money is in the list. One of the easiest ways to build a list without any hard work is by using the resell rights product you have just purchased as 'bait'. Set up your funnel in such a way that people have to optin to your list and confirm their subscription in order to get your freebie. For this purpose, you would need to - (i) shorten the salespage to its bare essentials, as people have short attention span; (ii) buy a reputable autoresponder service such as [Aweber](#) (with Aweber you **get the first month free** - that is plenty of time to make enough money off your resell rights product to be able to pay for your autoresponder service and hosting account from next month), use proper [optin graphics](#) (again included in the farewell package) and **make sure the product comes with giveaway rights**.

You can take it even further and build your own giveaway website where only 'members' can download the products for free: the members being those who join your list! Keep adding new freebies to your website and your subscribers will thank you for it. When you have a list, you don't need to work hard to generate traffic; if you treat them well, your subscribers would buy all the future resell rights products you put up for sale! You should add your customers into a separate mailing list.

b) **Create your own products:** If the resell rights product you purchased also comes with **private label rights** then you can modify it to make your own product; it is as good as having your own unique product with your own name on it, minus the trouble that goes in creating it. When you have private label rights to a product, you are not limited to just

selling it in its default format; you can turn it into multimedia format too (audio, video) and sell it at a higher price!

c) Use them as bonuses to your existing products: Is one of your existing resell rights products not selling well? Consider adding other resell rights products to the product as bonuses (assuming the product owner allows this in his license terms): this is a well proven formula for increasing sales of even the crappiest product out there! Note that your bonuses should never take the focus of the visitor away from the main product you are selling! You can also get creative and add the bonuses on the download page of the page product as 'surprise bonuses' but this rarely works well; I would instead suggest adding links to other 'paid products' on the download page; a customer who has trusted you enough to invest money in one of your resell rights products is much more likely to buy another product from you than a cold prospect! You can also use these resell rights products as bonuses to the original products you create yourself!

d) Use follow-ups to generate sales: If you have followed my advice of adding your customers to a separate mailing list, you have now got a list of rabid buyers who would buy anything you sell them because they already TRUST you. Why not sell your future resell rights products to them? Personally the moment I launch a new resell rights product, my customers are the very first people to know about the same. I send the same notification to my 'cold freebie' subscribers a few days later; the advantage of doing it this way is that I get a lot of extra feedback on my product from my customers (someone who has invested money into your business is more likely than others to offer you some solid feedback), which then helps me to add extra value to my product so as to make the deal even sweeter; this in turn helps reduce refund requests/chargebacks from the sales generated through the cold subscribers!

e) Learn from them: No matter how cruddy your resell rights product maybe, there is always some or other lesson to be gleaned from them, regardless of whether you are a newbie or a veteran marketer. Grab those nuggets of gold and use that knowledge to enhance your existing business even further. Remember that knowledge, no matter how tiny it might be, never goes to waste!

f) Create a paid membership site: There are so many paid memberships selling resell rights products mushrooming all over the net that if you go this route, you are in for some

decent competition. You need to make your offer unique in some way or other so that it stands apart from the rest of the crowd. Don't take the shortcut and undercut your prices heavily; there are better ways to be unique - the sales copy being one of them, constantly adding unique and high quality products being another!

What to Look for When Buying A Resell Rights Product

- a) **Do your homework:** Homework here means 'niche research'. The first step is to make sure that the product you are buying actually meets the demand of a hot and hungry niche. A good way to find such hot and hungry niches is by using Google trends. When you already have something that others want badly, selling it just becomes a hell lot easier!
- b) **Is the salesletter well-written and trustworthy?:** I don't necessarily mean 'professionally written'. Let us face it, not every product owner out there can afford a 10k copywriter but that does not necessarily make the product bad, right? By 'well-written' salesletter, I mean that it should -
 - i) Describe all the features and benefits of the product
 - ii) Offer testimonials from past buyers
 - iii) Make no attempt to make the product look like the ticket to Las Vegas ('get rich quick shortcut')
 - iv) Clearly state the price of the product in a very visible area of the salesletter
 - v) Mention the product license terms in clear and easy language

- vi) Come with a money back guarantee, a link to contact the product owner, if you need to, etc.
- vii) Make sure that the salesletter is free from the usual and glaring grammar/spelling issues

The only exception to this rule would be if you are buying a private label rights product, in which case the product quality won't matter much because regardless of its inherent quality, you can always make it a **better product** by modifying it - you have got the **RIGHT** to! It is sad that a lot of newbies don't make full use of a 'private label rights' or PLR product: either they try to sell the product 'as is' or split it into a bunch of articles and post those articles on their blogs 'as is': neither of which works for long term success. If you are not willing to change a PLR product, don't buy it; it would be a waste of your money!

c) **Does the product come with resell materials, graphics, etc?:** You may not always be able to discern this from the product salesletter itself so in case of doubt, always ask the seller whether his product comes with a prewritten sales letter, product graphics, download page/thank you page, etc. If the seller does not offer you these materials then you would have to carve your own resell materials which could be time consuming and tedious, not to mention that your effort may not be as luminous because let us face it, no one can know a product better than its creator! Some sellers also provide you with emails which you can use as part of a pre-sell follow-up series in your autoresponder (have you signed up with [Aweber](#) yet?), as well as ad texts you can use for PPC advertising, but these are neither obligatory nor the norm and therefore, should not be expected.

d) **Read the product license terms carefully before parting with your hard cash:** As I said, the first requisite of a reputable resell rights product seller is that he lays out the license terms of the product clearly well. You should specially make sure that the following questions are answered by the license terms:

- i) Can you give it away? (usually not)

- ii) Can you modify it? (usually not unless it also comes with private label rights)
- iii) Can the product be uploaded to YouTube as a free video or sold on eBay as auction? (usually not - this to prevent devaluation of the product, even though it happens anyway)
- iv) Can the product be sold offline in printed version? (usually not unless it also comes with private label rights)
- v) Can the product be turned into multimedia format? (usually not unless it also comes with private label rights)
- vi) Is there a 'minimum price' cap below which I am not allowed to sell the product? (Note that even though most sellers pretend that they can control their product's pricing structure across all of their resellers by imposing this restriction, in reality they are just deluded because [price fixing is illegal](#). Hence, even if you violate this term and sell the product for \$0.01 the seller cannot do a thing about it unless you are giving away the product for free. If any seller actually tries to enforce his 'minimum price' cap then he would be going straight to jail!)

Where to Find Quality Products with Resell Rights and Private Label Rights?

Well, if you have not checked my [farewell package](#) already, I think it is time to do so now! You won't be investing in a bunch of products, rather, you would be investing in a COMPLETE, turnkey business!

Freebie For You

[FREE Weight Loss PLR Pack!!](#)

<http://exzorders.com/plr/free-plr/>