

9 Essential Questions To Ask When Buying Reprint Rights

By Andrew Peacock

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9 ESSENTIAL QUESTIONS TO ASK WHEN BUYING REPRINT RIGHTS

1. HOW MUCH CAN I SELL IT FOR, AND HOW MUCH IS THE AUTHOR SELLING IT FOR?

Some products with reprint rights allow you to give the product away, some allow you to sell it on. Both have different advantages for you...

The ones you can give away can be a bonus that you can give to people who subscribe to your newsletter, or recommend your site to their friends, or perform some other service. You may also be able to use it a bonus for another product (We'll come back to this in a moment).

If you are asked to sell at a certain price, then that helps you to protect your income, since no-one can undercut your

price.

Also, double check that the author themselves is not offering the product for less than you are allowed to sell it for.

2. CAN I RESELL THE RIGHTS TO OTHERS, AND IF SO, HOW MUCH FOR?

Sometimes when you buy/receive a product, you can sell/give it away to other people, but if they want to resell it they have to get the product from the original author. Other times, you will get what are usually called "master" rights, where anyone you give/sell the product to can also give/sell it to others.

Also clarify whether you can charge extra for the reprint rights, or are they bundled with the product automatically.

3. HOW MANY OTHER PEOPLE ARE SELLING IT?

If there are only a limited number of people selling the product, then you will most likely pay a higher price for the reprint rights, since you will have a greater chance of capturing any orders for the product.

4. HOW LONG HAS THE PRODUCT BEEN ON THE MARKET?

Depending on your market (ie, the topic covered in the products), then you may be wise to stay away from older products. There are "internet marketing" products with reprint rights available today, which are simply collections of reports written about mail order (with paper, that is!). These might be interesting as a source of ideas, but they won't be very high quality.

For other topics where the pace of change is much slower (eg gardening), older products might be OK no matter how old the product is.

5. CAN I OFFER IT AS A BONUS TO ANOTHER PRODUCT, AND CAN I ADD OTHER PRODUCTS AS A BONUS TO THIS ONE?

If there is a fixed price on the product that you have to abide by, how can you sell to a particular person when they

might have seen the same product elsewhere?

Simple.

Add bonuses to it to make a unique bundle. You can even raise your price at the same time since the customer is getting more for their money. By adding bonuses, you ensure that the particular package which you create cannot be gotten from anywhere else (at least, maybe not as easily). It also means that you will be able to charge more for the package than for the basic product, since the customer is getting more for their money. There may also be some limitations in terms of the value of those bonuses, or whether the package must be described as "product A with bonus B", or "product B with bonus A".

6. DOES THE PRODUCT FIT IN WITH MY SITE'S TARGET AUDIENCE?

Reprint rights are great. Master reprint rights are even better. But if your site is about gardening, don't just fall for the trap of buying a product that comes with "Royalty Free Master Reprint Rights!!!!" when it is about internet marketing (unless, of course, you have part of the site aimed at gardeners who want to set up shop online). If you do, the only guarantee you'll get is that you'll lose money

7. CAN I CUSTOMISE THE PRODUCT WITH MY OWN NAME, EMAIL, URL, AND AFFILIATE LINKS?

Many ebook compilers available today allow the author to allow other people to "rebrand" the product. This means that you can modify the product to allow your name, email address, and URL in it. Some authors will go so far as to allow your own affiliate links to be inserted into the product, giving you potential sales beyond the actual ebook itself. If the author does offer this, then you are likely to need to pay a bit more for the products, in return for the better long term income.

8. WHAT CAN I ADD TO THIS, OR WHAT CAN I ADD THIS TO, TO MAKE A UNIQUE OFFERING?

Hopefully, you're able to bundle this item with other items to make a unique package, as mentioned above. Now the only question is: what do I put in into the bundle

You might have other products that you are allowed to give away free, or you can write an additional report which

goes into one aspect of the same topic, in more detail. Another option is to give the customer a free email course which arrives with them over the following days or weeks after their purchase. Maybe you have a membership site and could give away a free membership with each purchase.

9. WHAT CAN I ADD TO THIS TO MAKE A FOLLOW-UP COURSE?

One of the ideas above is worth looking at in more detail: follow up email courses. You can help to increase customer satisfaction, increase sales, increase the amount you can charge for the products, and reduce people who ask for a refund under the terms of the guarantee, by one simple act - adding a multi-part autoresponder course to the package and offer it over a period of days or weeks after their purchase.

If customers know that they will not receive the email course if they ask for a refund, they might be more willing to keep the product, so that they still get the course. Of course, this relies on the course being valuable in its own right. To make the course valuable, start thinking about what you can put into it before you even purchase the reprint rights product.

You could include frequently asked questions, advanced techniques, details of further links and resources online, articles on a similar topic, etc.

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Andrew Peacock is the creator of the new email course: "5 Steps to Reprint Rights Profits" Subscribe today and get access to a searchable database of reprint rights products.

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