

The Big Secret to Making Money With Resell Rights

By Avril Harper

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The Resell Rights Challenge <http://www.resell-rights.net>

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Article: The Big Secret to Making Money From Resell Rights

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Word Count: 2240

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Incredibly Simple 100% Legal Way to Sell Other People's Products And You Keep ALL of the Profits!

The Big Secret To Making Money From Resell Rights

By

Avril Harper

I'm asked this question every day:

"Are resell rights a good idea for my new business or should I have something unique to sell?"

I always give the same answer!

Having your own unique product cuts competition to practically zero, making you sole supplier of that product on and off the Internet. Wonderful, but not always easily achievable!

It takes time and money, not to mention intuition and an element of luck to find that once-in-a-lifetime product that generates fast income for you. More likely you'll start small with a few profitable products, while learning the business, and generating a steady income from which to plough profits back into UPD (Unique Product Development).

Obtaining resell rights - sometimes called a license depending on what rights you actually have - in other people's products is a good place to start. For a usually small investment, often less than \$50, you can promote the product, make copies, take money and fulfill orders for products developed by others and keep up to 100% of the takings. But there's a snag: that small investment for a popular product complete with web site and marketing materials might attract many resellers, and high competition for you!

What's the solution?

Simple: you move outside the main frame and look for ways to distinguish your offer from others selling essentially the very same product. Let's look at ways to do this.

#1 Sell to Different People - Reach Outside the Main Pool of Prospects

#2 Create Your Own Advertisements

#3 Create Your Own Sales Letters

#4 Create Your Own Web Site

#5 Repackage For Even Bigger Profits

#6 Establish An Affiliate Program For Your Product

#7 Be a Creative Marketer

Let's consider those points separately:

#1 Sell to Different People - Reach Outside the Main Pool of Prospects

Many marketers are targeting the exact same audience, give or take ten per cent or so new arrivals and recent departures from the main pool of opportunity seekers and mass market buyers.

Unsurprisingly, there are millions more people keen to buy your product, if they know you exist. Few marketers even try to reach those people, despite the relatively simple procedures involved. These ideas will help:

- Target different advertising sources. While lazier marketers follow the crowd by advertising in well-known magazines and ezines, you can channel your efforts into locating little-known advertising sources where you could have the entire market to yourself. Study Willings' Press Guide, available in all good reference libraries, which lists most worldwide publications, including many little-known titles with high subscriber rates, for you to target with advertisements, articles, and such.

- Promote your products on and off the Internet while the majority of your competitors focus their efforts online. It's a fact: a great many second generation resell rights products come via lazier marketers who, if it doesn't sell online, would rather go out of business than seek alternative places to sell. Few will ever create their own offline sales letters and promotional materials, so the entire offline market remains wide open for more creative promoters.

- Work hard at compiling your own database of enquirers and buyers, both on and off the Internet. Gather those names in a unique way, say by offering a report available only from you, in which case your database is different to anyone else's. These are the people to target regularly in expectation of high response rates.

- Use different mailing lists. Ask your list broker, on and off the Internet, for a list that has not been used for your particular offer. Naturally, some prospects will be on several lists, research suggests up to twenty per cent. But eighty per cent will be viewing your product for the very first time. Warning: don't be complacent, act fast, before all good mailing lists are exhausted by rival sellers asking much the same question of mailing list brokers.

#2 Create Your Own Advertisements

Many resell rights packages include ads. for others to use to promote the products. And that's exactly what most other people will do, most of the time! Namely, promote the very same products as everyone else, using the very same ads. as everyone else! Silly! And the reason they do so is because it takes time and effort to create a refreshingly unique advertisement that lifts your product above the crowd. Don't make the same mistake: get creative, and profit!

Warning: If you must use the same ads. as your competitors, at least look for different places to advertise. Be careful, though, and never assume you've found a medium others know nothing about. It could be that new place you've found to advertise has already been tried by them, and found not to work! Test, test, test, before assuming you're onto a winner!

#3 Create Your Own Sales Letters

There's an art to writing sales letters, one few people take time to learn, which can lift sales of your product to new, quite unexpected, and very profitable heights. There's nothing difficult about writing sales letters, even if they don't compare to those from the world's top copywriters. Remember, you're not in it to win writing awards, you're in it to make money! And learning how to write your own original sales letters will help you accomplish your goal.

#4 Create Your Own Web Site

As for advertisements, most better resell rights packages include ready-to-go web sites for you to edit and upload and start taking orders in minutes. But hold back a while!

While rival sellers are uploading their identical web sites, you should start work on creating your own.

Let those rival companies set the pace and develop public awareness for your product. Bear in mind that most potential buyers your rivals target are on several ezine and mailing lists and in very short time they'll see the same promotion again and again until the whole thing is so boringly stale.

But a new advertisement in their email box, a new web site to link to, and yes, you're the one they buy from now, even though your letter is last in line!

#5 Repackage For Even Bigger Profits

Repackaging means using other people's products as the basis of your own unique offer.

Consider these ideas:

- Bundle items with no special theme or concept other than offering a high value product at a bargain price. Examples: The Free to Sell package; and my own personal favorite, Allan Wilson's Instant eBook Business.
- Bundle items with a connecting or specific theme to appeal to a wide market audience. The subject must appeal to most people, most of the time, for example: making money, saving money, winning valuable prizes, finding friendship and love.
- Repackage for a niche market and watch cash pile into your bank account.

A niche market, potentially the most profitable of all, is one whose members share a clearly defined interest, preferably an all-consuming passion, like collecting teddy bears, breeding dogs from show class stock, staging magic shows, traveling the world in a mobile home making money as they go.

Niche markets are usually easy to reach; their members join the same clubs, read the same magazines and, more than this, they are avid buyers of virtually any new product based on their special subject. In short, a marketer's dream come true!

- Bundle products and give a great title that might prove more appealing than contents themselves. There are books with titles so compelling that sales rocket purely on the strength of the title. Who could resist buying *The Sensuous Dieter's Guide to Weight Loss During Sex* or *Screw The Bitch: Divorce Tactics for Men*? With new titles, otherwise sluggish products can quickly hit the best sellers list. So test new titles for all your offerings, new and long-standing.

- Add something unique. Often that unique item attracts buyers more than the main offer and will indeed make yours the product people rush to buy. The trick is to offer something that raises the perceived value of the product, and makes the main item more useful, more enjoyable, more profitable to buyers.

Consider, for example, that resell rights titles such as *How to Be a Mystery Shopper* must be available worldwide from hundreds of different suppliers. But how useful is the book in the UK and some other countries with so few domestic mystery shopping companies listed for readers to target in the current edition? But with a *Directory of (UK or other country) Mystery Shopping Companies* added? Who knows how many of those will fly from your computer!

- Add bonuses to whatever you are selling, especially items that cost little to produce, and are not available from any other source. So I might offer a selection of resell rights titles about self-publishing and marketing eBooks on the Internet, to which I'll add a short report, written by me, called *How I Made \$\$\$ (convert to any other suitable currency) In My First Year Selling Books Online*. But I won't offer resell rights to my report, I'll keep it to myself, so my hypothetical repackaged item, *The Self-Publishing Goldmine*, most of which is available from hundreds of different companies, can only be obtained in complete format from me.

- Use bonuses that can not be obtained in their own right and will never be offered for sale. Similar to those earlier examples, but here I make a big thing of the bonus item, emphasizing it is not available from any other source. I could even make the bonus the main reason people buy the repackaged package by adding something with genuine, high perceived value which buyers will use and only I can supply, such as one-to-one coaching or a half hour telephone consultation.

- Use the bundle to sell something else. Very often your repackaged item can be used to sell something people might not otherwise buy which is available from many other sources. The bundle might attract subscribers to your ezine or membership site or invite orders for another information product or some unrelated item. My favorite resell rights membership site, Allan Wilson's www.reprint-rights-marketing.com offers a huge bundle of excellent titles to new members and a great monthly selection of new eBook and software packages to increase your product range.

#6 Establish An Affiliate Program For Your Product

You can package several titles and establish an affiliate program that might be inappropriate or even illegal for stand-alone resell rights packages.

So you shouldn't promote a stand-alone product created by someone else through ClickBank's

affiliate process unless you also own the copyright or you have permission to create an affiliate program. But you can very profitably offer your own repackaged product, using other people's resell rights titles, and preferably adding something exclusive, such as a report you've compiled yourself and an enticing name for the package that captures the imagination of thousands of buyers and affiliates.

Free To Sell is an example of such a repackaged item which essentially includes several basic resell rights products and a must-have title, as well as highly charged advertising and promotional materials.

#7 Be a Creative Marketer

Remember, many resellers are lazy, looking to make a quick buck, not really interested in long-term selling that involves planning, creating, testing, and the dirtiest of all four letter words - work!

He - or she - doesn't want to, and by implication, YOU DO WANT TO:

- Write articles to promote a resell rights title. Do this by reading the book yourself before attempting to sell unless you are also the writer. You should always familiarize yourself with contents to check quality is suitable for your customers and to determine what legal contract exists between you and the provider. You might also be asked questions by potential buyers and it won't look good if you don't have the answers! Include a link in the article for readers to visit your site to buy the product and offer your articles free to online and print publications in exchange for a free ad. or resource box.

- Write a book review, much like an article, but often shorter, with lots of bullet points that editors find hard to resist. A long list of bullet points gives editors a choice of which to use and which to omit, so making the editing task faster and easier.

- Write a press release for print and online publications. Again lots of bullet points let editors choose as many or as few points as necessary for features and fillers of varying size. The more time and effort you save editors, the more likely your articles, book reviews and press releases will be selected for publication.

- Find novel ways to advertise your product, such as running a competition to generate enquiries and sales for your product.

The author of Masquerade gave clues in the book to the site of buried treasure worth thousands of pounds. Obviously, only book buyers could enter and it seems countless thousands of copies were sold before the treasure was found.

A recent book about entering prize competitions was promoted alongside a competition open purely to buyers of the book. Again, sales soared for the book with competition compared to the previous book only presentation.

So there you are: lots of ways to turn products available from many different sources into something quite unique for your business.

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RESOURCE 1

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