

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

7 Steps To "Resale Rights" Riches

By Michael Hopkins

7 Steps To "Resale Rights" Riches by Michael Hopkins

Even if you never write a word of your own, you can still earn plenty of money in the lucrative ebook business.

Many ebook authors include full, royalty-free resale rights with some of their products. This means that, when you buy their ebooks, you can use them for yourself and also sell them to others — keeping 100% of the profits.

By doing this, the author of the ebook benefits in two ways:

1. He/she increases the value of the ebook to the potential customer and, therefore, makes more sales (at least in the short term).
2. By being sold across a number of websites, the ebook will ultimately reach more people thus increasing the author's profile and credibility and bringing more website traffic from links included in the ebook.

At least half the websites out there that generate huge incomes from ebooks sell no 'original' titles of their own. They sell ebooks written by others — ebooks with resale rights.

Whether you're already involved in the ebook business or not, reselling other people's ebooks can be an excellent way to generate steady profits. Get in early on a 'hot new

title' and you can really rake in a massive amount of money in a very short length of time.

Here's a good approach to getting started:

STEP 1

As soon as you hear about the latest hot new ebook visit the website.

STEP 2

On the website evaluate the ebook with these criteria in mind:

1. Does the price include full resale rights?
2. Does the deal include a full copy of the sales page complete with graphics?
3. Is the sales page good? (Does it really make YOU WANT the product? If it doesn't work for you, it probably won't work for others).
4. Is the order handled by ClickBank? (see STEP 4 below for the reason this can be important)
5. Will your existing visitors or subscribers be interested in this ebook (or do you think you can easily reach the right target market)?

STEP 3

Go to a few major search engines like Google.com or AltaVista.com and run a search for the ebook title. Are there a lot of websites already selling the book? If yes, then it's been around for a while and you may not make the big surge in income you'd expect from a brand new ebook. However, this is also an indication that it's popular, so it may be a good one to consider for more moderate, medium-term profits.

STEP 4

Once you've established that this ebook looks like a winner, it's time to get your own copy for resale.

Many books that come with resale rights also come with the right to redistribute it for free. Be sure to check your search engine results (above) to verify if there are any websites giving it away for free (even if it means subscribing to a newsletter, or whatever). Make sure you get the sales page and all the other

7 Steps To "Resale Rights" Riches

stuff you'd get if you were paying for it. If you do find a free version, then jump to STEP 5 below.

If you can't find a free version, verify from the search results where you can buy it cheapest. (NOTE: Be sure to take a look in the auction sites like ebay.com to see if it's on sale there).

If you have a ClickBank nickname, then try to buy from a merchant that also uses ClickBank. To find out, just click on the order button and see if you're directed to a ClickBank order form. Scroll down the ClickBank order page. In the bottom left hand corner you'll see (in tiny letters) a digit followed by a slash follow by a word. That word is the merchant's ClickBank nickname. Now, type the following address into your browser address bar:
<http://hop.clickbank.net/YOURnickname/MERCHANTnickname>

By doing this, you'll save between 5% and 50% off the order price. (This will be lodged into your ClickBank account as a commission earned).

-----SIDEBAR-----

If you don't already have a ClickBank affiliate account, you can open one for free here: <http://www.clickbank.com>

STEP 5

Once you've downloaded the ebook plus the sales page, you should evaluate the book to see what you think of it. You don't want to sell garbage to your visitors/customers/subscribers. Likewise, if you're planning to target a brand new market, then you want to get your relationship with your new customers off to a positive start (after all, you want them to buy the next hot product you stumble across ;-)

STEP 6

Personalize the sales page with your own order information. Decide what price you want to sell the ebook for (if the author gives permission to resell at 'any' price). Set up your own order link (using ClickBank, PayPal, or whatever). Then

send it online to your web server. Avoid using free hosting services as these tend to diminish your credibility (see here for an article on how I host brand new domains for free:
http://www.bizzydays.com/reprint_rights/free_hosting.htm).

STEP 7

Launch your marketing blitz! The quicker you can get your product out to as many people as possible, the more money you'll make. Target it to your existing customers and/or reach new target markets. There's no shortage of information out there on how to market your product, so I won't get into all that here.

Whatever methods you use, make sure you use your money to target the right audience. There's no point in advertising your insider guide to saving money on life insurance in an ezine that's aimed at 16-year old video-gamers.

And there you have it!

An easy and enjoyable approach to generating short-term surges in income that will turn into steady , longer-term flows of cash. The overall investment is usually small, and the potential returns are very big indeed.

Try it out today. Keep your eyes peeled for great deals and act quickly when you spot them!

Happy hunting!

Michael Hopkins is owner of BizzyDays eBook Publications. Visit now to download original ebooks for FREE at:<http://www.bizzydays.com> This article first appeared in Michael's newsletter 'Ebook Times'. To subscribe visit: http://www.bizzydays.com/free_newsletter.htm

Choosing A Resale Rights Package

By R. Lawrence Anderson

With so many resale rights packages out there, how do you choose one? It's a good question, and that's what we're going to focus on in this article.

7 Steps To "Resale Rights" Riches

By the way, if you are not familiar with resale rights packages here's a brief explanation. Generally speaking, a resale rights package (also called reseller rights package), allows you to "resell" digital products such as ebooks, special reports, or software for example – and keep all of the profits for yourself.

The best starting place when it comes to choosing a resale rights package is to develop a criteria. There are a number of criteria you can use when shopping for resale rights package. Here are five to get you started:

1) Price. Does the resale rights package fit your budget? There are resale rights packages out there for a one-time payment of around \$35–\$67. Keep in mind that these are just general numbers – you can find prices that are higher or lower than these when it comes to resale rights packages.

2) Information products. Does the resale rights package include products that cater to your niche? If so, are they quality information products?

Also, if the resale rights package offers "private label rights" this can be a big plus. In general, private label rights allow you to modify the content of the information product, list yourself as the author, and even change the title of the product. In other words you can begin creating your "own" information products quickly and easily.

3) Sales tools. Does the resale rights package come with a pre-made website and professional sales copy for each information product that you can upload and use.

Another important sales tool is bonuses. Does the resale rights package include bonus products that you can include with your main information product? This is very important. Why? If there are others selling the same product, you want to be able to include some bonuses with your offer that makes you stand apart from the crowd – and ideally results in more sales.

4) Restrictions. Prior to purchasing any resale rights package, you will want to find out what (if any) restrictions the reseller license comes with. For example, some ebooks must be sold for a minimum price. Another restriction may say that the ebook cannot be given away as a bonus.

5) How old is the information product? Ideally, you want to acquire a newer resale rights product. The reason being is that the older it is, the more commonplace it may be on the internet – especially if the publisher and other resellers have promoted it aggressively. That means more competition. How can you find out? Simply do a search for it on one of your favorite search engines and see how many times it appears.

In this article we looked at five criteria you can apply when shopping for a resale rights package. Hopefully you will be able to use them, in addition to any other criteria you come up with, to find the

reseller rights package that's best for you.

Copyright © 2006 Innovative Solutions Publishing, Inc. All rights reserved.

7 Steps To "Resale Rights" Riches

Having your own information products can give you an edge in the internet marketing arena. Why not do it the quick, easy, and inexpensive way? Visit:



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!