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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.

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

Choosing A Resale Rights Package

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.

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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:

<http://www.epublisher-solutions.com>

"How To Pull Massive Profits From Resale Rights Instantly"

By Ewen Chia

What's in your name?

I'm not trying to be funny here, this basic question holds the key to you making much more money with your resale rights business than you probably realized.

May I ask again then: "what's in your name"?

If you look at it, the main difference between your name and everyone's else is well, it's different...

And here's the vital key to pulling massive profits from resale rights you can take advantage of instantly:

..Just be different!

The resale rights business is very lucrative but extremely competitive, without doing something different from the thousands of other resellers out there, your chance of success will be unjustly limited.

Choosing A Resale Rights Package

Being different makes you stand out from among the rest, and give customers a good reason to buy from you, instead of the same 'me-too' crowd.

Here are three powerful ways to achieve the differentiation you need:

(1) Creating a new image

You'd NOT want to use the plug-in websites, salesletters and graphics that come packaged with many resale rights products.

Everyone's using them that's why.

The first and fastest way to become unique is to get new graphics for the product. Next you may even want to rewrite the sales letter if the original doesn't convert well.

Even a simple thing as changing the web background colour can bring increased results...

I did just that with "Net Gurus Secrets Revealed" and response literally skyrocketed

=>

<http://TurnkeyMoney.com/netgurus>

What you'd want to do basically is:

Breathe NEW LIFE into both your new AND old resale products by simply changing their looks!

(2) Creating a new package

Another proven tactic is to create a brand new resale package, and this is entirely within your control and creatively.

Surefire methods to do this include packaging new bonuses, creating themed packages and combining audio and video tutorials...

There're many combinations of how to do this, and again it's up to your own creativity to come up with new ideas.

(3) Re-creating a `new' strategy

Here's something you ought to think about...

Many resellers simply forget the fundamental truth that everything comes down to good old marketing, yes even resale rights.

Choosing A Resale Rights Package

Apply all the marketing strategies you know to resale rights and I guarantee you making much more profits.

For example how many people bother to promote their resale rights products through articles?

Not many I can tell you.

Applying time-tested marketing tactics to your resale rights business can mean increased profits easily, so don't ever limit yourself.

Now this is JUST ONE technique you've learned here today, check out

<http://www.ResaleRightsSecrets.com>

for more powerful ways to instantly profit from simple resale

rights products you never thought existed!

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Ewen is the editor of "Web Marketing Exposed" which reveals specific techniques you can use to get more traffic, subscribers and sales to your websites quickly and easily!

Ewen Chia has released the official resale rights marketing blueprint revealing the hidden secrets to amassing a fortune from resale rights...in as little as 72 hours! He'll even hand you \$9,700 worth of resale rights products to kickstart your own resale rights empire. Find full details at :

<http://www.ResaleRightsSecrets.com>

"How To Pull Massive Profits From Resale Rights Instantly"

Master Resale Rights– Buy it Once, Sell it for Life, and Keep 100% of the Profits!

Are Product Resell Rights a Viable Money Maker?

The Secret To Mining Online Gold Using The Hidden Profits in Digital Resale Products

Master Resale Rights – Timing Is Everything.

How to play a Guitar

How To Find A Topic For Your Ebook

How to keep up the SPICE in your Love Life.

Scripts2Sell

Power Profits Autoresponder Course



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