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Maintaining Your Assertiveness Rights

By Etienne A. Gibbs, MSW, Management Consultant and Trainer

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When was the last time you took time to evaluate your God-given rights? When was the last time to put these rights to work for you? When was the last time you came out of a confrontation on the winning side because you knew your rights and were confident in stating them? Well, ponder these questions no more! Here for you to utilize and maintain is a listing of 18 of your God-given rights.

Make copies of them and post them in prominent places at home and at work where you can easily see them.

Because I am a Creature of my God, I have inherited rights that no one can take away from me. Because of my God's goodness and mercy, I love myself as I love others. Therefore, I can proudly say:

I have the right to enjoy myself.

I have the right to change my mind.

I have the right to ask for assistance.

I have the right to ask for affection.

I have the right to express my feelings.

I have the right to feel and express anger.

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I have the right to be treated with dignity.

I have the right to question those in authority.

I have the right to learn and grow from my mistakes.

I have the right to choose when I shall assert myself.

I have the right to enjoy honest and open relationships.

I have the right to tell others what I will and will not do.

I have the right to be treated as an intelligent human being.

I have the right to refuse any request without feeling guilty.

I have the right to express myself without fear of retribution.

I have the right to respect others, as I would have them respect me.

I have the right to make mistakes without being made to feel guilty.

I have the right to say truly that I don't know or I don't understand.

Remember: When you maximize your potential, everyone wins. When you don't, we all lose.

Etienne A. Gibbs, MSW, Management Consultant and Trainer, conducts seminars, lectures, and writes articles on his theme: "*... helping you maximize your potential.*" Reach him at

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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.

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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.

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