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Unexplored Profits Of 'Now' Junky Reseller Rights Products

By Fazly Mohamed

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Why do I call junky reseller rights? If you are marketing online for sometime, you know that reseller rights products are available everywhere on the net now, much like online junk, if you call it. While there are many good products that can fulfil a need, you cannot simply sell it anymore as a stand-alone product at the recommended price, because it's available in many places online, totally free of charge. So how can we benefit from it today? Here are three ways you can use them for your benefit.

1. Upselling

When you sell a product, try to sell a complimentary or related product at a discounted price. For example, if you are selling something related to ezines, sell them some ezine information product in a reseller rights package for about \$5, which would normally cost \$19.95 or even \$29.95. Many customers choose to buy this way because they are actually getting a discount. For you, at no extra cost, some nice little dollars to enjoy.

2. Back-End Selling

This is the key to succeeding online. Selling to existing customers is called back-end selling. Usually, you can expect a better conversion rate from your existing customer list, because you have already built the trust required for a purchase. Just pick a quality reseller rights product that address some good needs and price it really low. Then blast it to your customer list and say that you offer it to them at the discounted price because they have been a customer with you. They'll like it and they'll actually have a discount off the regular price. You'll also benefit by doing this, because you'll make some dollars without any extra cost.

3. Avoid Refunds

When you have sold some product, offer the customer a surprise bonus when they come to download your products. By doing it, they'll feel over-delivered. Sending them another bonus about 2-3 days later will almost guarantee that the customer is satisfied with the purchase, as they will feel that they have

gotten value for what they have paid for, plus more.

**** Tip:** This is a valuable tip to consider when you go for reseller rights products. Since the reseller rights junkies available everywhere, your customer's may get hurt when they find what they have bought from you for free, somewhere on the net. So try to make your own unique packages, put a name to the new package and even change the existing webpage and try to have a new page for your 'new' product. This way, not only your customer, you'll also be a true winner in the long run. It's virtually a product creation. It's also called rebundling.

Fazly Mohamed publishes one of the best reseller rights manuals on the internet, written by Jimmy D. Brown. You can get it by sending a blank email to resellerrights@autorespond-it.com

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

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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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