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**Using Resell Rights to Get Traffic and Subscribers**

**By Jeremy Gislason**

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You see the ads all over the place, "Get 147 ebooks and 56 software titles for only x amount of dollars". Or how about, "Buy the master resell rights to this product for only xx amount of dollars". Lots of people buy these everyday with the hope of making big money. However, the big question many people seem to have after buying them is, now that I've got them, what the heck do I do with them?

Here are Seven Ways to use the products you have resell and give away rights to in order to gain more opt-in subscribers and traffic to your website.

Create mini-sites linked to your home page. Most any resell product these days include a pre-written sales page, product and logo images and the product. All you need to do is upload everything to a new page on your server. If you do not know how to do this, find a programmer to help you out, as it will not cost very much. Test out the new page to make sure it looks good and orders process correctly. Make sure to have links going back to your home page from any new pages you create as well as linking to them from your home page. Cross-linking all your mini sales sites with your home page could lead to lots of added traffic over time.

Add bonuses to your existing product or service. If you are already selling your own product or service, find a few products from your package and add them as bonuses to your product. The important thing is to make sure they are really bonuses and compliment what you're selling. For example, if you are selling a book about how taste test wine, you could add another book on the best cheeses and another on the best wineries in the world. Since cheese and wine go together nicely and they may be interested in traveling to a winery, these products make perfect sense to add on as bonuses. In addition, don't over do it on the bonuses. If you're product is selling for fifty dollars don't have two-thousand dollars worth of bonuses or your offer will be to unbelievable for most people. Remember you can have too much of a good thing sometimes.

Set up an autoresponder series. Here is a good way to not only build an opt-in list but also to get people to your website. You set up a series or weekly, bi-weekly or monthly emails to go out with each one containing a new product to download. You provide a subscribe form on your website for this

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therefore building up an opt-in list. Provide a download link on a unique page for each download on your website so everyone has to visit your website in order to download the free product. You could then have redirect links back to your homepage after they download the product. This keeps them looking forward to your next email as well as getting them to your site every time.

Repackage related products for resell. Some resell packages have hundreds of products inside. Pick out 10 or 20 products that are all topic related and bundle them together as a new package. For example, you could find all the products related to copywriting and put them all together aimed at people only interested in copywriting. Create a new image, sales page and price for this package and then promote it to its niche audience.

Give away new subscriber gift(s). Find products that have give away rights or price conditions and offer

these as incentives to get new subscribers to your ezine or newsletter. People like getting things for free and if you give them something of good quality, most likely they'll be more receptive to reading your ezine. Of course it will then be up to you to get them to keep reading your publications and keeping that list responsive. Which brings us to the next idea.

Run contests and free giveaways. These are good methods to increase open rates to your emails. If you have your online publication online these should also get you more visitors. You could ask your subscribers to fill out an online survey in exchange for a free product. Or you could run a contest using products as prizes. The only limitation on ideas here is you. Do some brainstorming and come up with something good related to your readers.

Trade for services. Trading is one of the oldest forms of business there is. One person's hardship may be another's hobby. For example, I know very little about programming but I know people who absolutely live for it and do nothing but program just for the fun of it. Let's say you need some programming work done but are short on cash. You could offer the programmer some valuable software they could use that you just happen to have in return for some work. There are many possibilities here so make sure you both agree on the details first. However, something like this could work out well for both of you.

So there you have it, seven ways on using resell rights to get more traffic and subscribers. I wish you well on your efforts.

You are free to publish this article in your own publication or on your own website as long as nothing is omitted, edited or altered and the author's resource box is included.

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Jeremy Gislason has over 15 years of business and marketing experience and assists in running ISORegister, Inc. For more web master tools, resources, free downloads, syndicated articles, recommended marketing resources and reviews visit today.

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### **The Resell Rights Gold Mine**

**By Seth Chong**

Other than creating your own products in order to join the herds of increasing business online crowd, there are also other easier ways to have an immediate Internet business established.

So what do you need in order to join the Resell Rights business? It is very easy(really mean it..), which is to have a domain name - able to get one easily from Yahoo for \$2.99 or namecheap for \$8.88, it depends on which you prefer, a hosting, most preferably a paid one - important, and a fully-functional website.

There are tons of hosting out there, and to name a few midPhase(free domain name), lunarpages(free domain name as well), bluehost, or GoDaddy are the better ones.

These are almost the basic requirements of a successful affiliate, but don't be mistaken – Affiliates and resellers are different.

Affiliates don't need to have any other startup costs other than the basic requirements above, but resellers - yes. Resellers will need to purchase the rights to a product owned by the other people, but they can resell the products and keep 100% of the profits instead. For affiliates, they only receive a percentage of commissions from their sales. Usually, purchasing the rights to resell a certain product can cost 3, 5 or even 10 times more than its normal price.

The few stages of Resell Rights:

- Basic Resell Rights

You can sell the product, but not your customers.

- Master Resell Rights

When you have a master resell rights product for sale, you can resell it to your customers, and so can they with the same product. This means that when you purchase a Master Resell Right, your customers get to sell the same item as well.

- Private Label Rights

These are really popular. Why is it so? - If you purchase a private label right of a product, you get to change the contents of the product any ways you want, produce it under your name, anything! Basically, you can treat it as though it's your production.

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Prices for a private label right is much higher than any other rights. Of course, everyone knows it(it's common sense!).

### · Give Away Rights

As clear as it sounds, you may give away the product to anyone you want! Instead, you can't sell or edit the product in any ways.

Usually give away rights works well with viral marketing - people give their work out for publicity.

### · Rebranding Rights

This product works almost the same as a product with give away rights, but you are able to edit part of the contents to benefit yourself on publicity as well. Most probably, you can only edit the sponsored names, website URL and affiliate links.

How can you profit from a resell rights business at its peak?

You definitely need your opt-in lists. In fact, the most important thing for an Internet Marketer is his or her lists of subscribers. Some Internet Marketers who own 100,000 to 200,000 subscribers(also called leads) doesn't even need to actually work anymore. What they do everyday is just providing their subscribers or leads with some useful information, real life news, stories, and build a closer relationship with them.

When they found a good product or item, easily they can send an email out and endorse it, earning commissions through the affiliate links. Well as for a reseller, you do the same, but a little bit different. When there are products that you think is interesting and is worth to be "told" to your subscribers, you purchase the resell rights to it and usually, sell them to your subscribers at a better offer.

Most Internet Marketers will usually purchase much more resell rights to the other products then combine them together, selling all of them at a cheaper price in a bundle. Sometimes the price can even be more expensive for up to ten times if you purchase them separately, that is why tons of people would rather purchase the products from resellers in a bulk.

Nevertheless, it is not always a must to sell all of them together. Many resell rights have the same looks and same sales page and you can change that. By writing your own or hiring a copywriter to craft a much more compelling sales copy for the resell product, you can increase the response a lot more.

As for digital products like e-books or software, you can design a whole new e-book cover or software box instead of using the given one that comes with the resell rights. As the saying goes "in the valley of the blind the one with an eye is the king." 727 words

Now being a reseller is really sometimes easier than anything. When new resell rights which seems attractive are being sold, people will just need to purchase the rights to them, compile them, and next ready to be sold in a single sales copy. Search for joint venture partners, offer them a higher percentage in commissions, request them to endorse your offer and that's it.

## Using Resell Rights to Get Traffic and Subscribers

Being any Internet Marketer, it is always better to take hold of every opportunity you can earn money with. When you successfully sell a product to a customer, try and sell him or her another product right on your Thank You page. Basically the idea is "since you're my customer and you purchased a product from me, here's a great offer specially for you at an incredible special price." It's a very good way of having a back-end sale.

That's not all, to urge customers into pulling out their credit cards for the Thank You page item, most Internet Marketers will also make it a one-time offer - this will be shown only one time, you won't see it again. If the customers are interested they'll get it, if not, there's no harm at all.

There are many ideas of earning money as a reseller and you can always apply it for your own. The Internet business market is so huge that you can choose from these varieties of business styles that

suits yourself. From starting your own Internet business selling your own product, earning commissions from affiliate programs and being a reseller - make the best decision for yourself and get started!

Seth Chong is the owner of IMViral, one of the largest, greatest viral Internet Marketing Newsletter which is being spread around the world, you can sign up for the Newsletter(worths \$297) for Free at



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