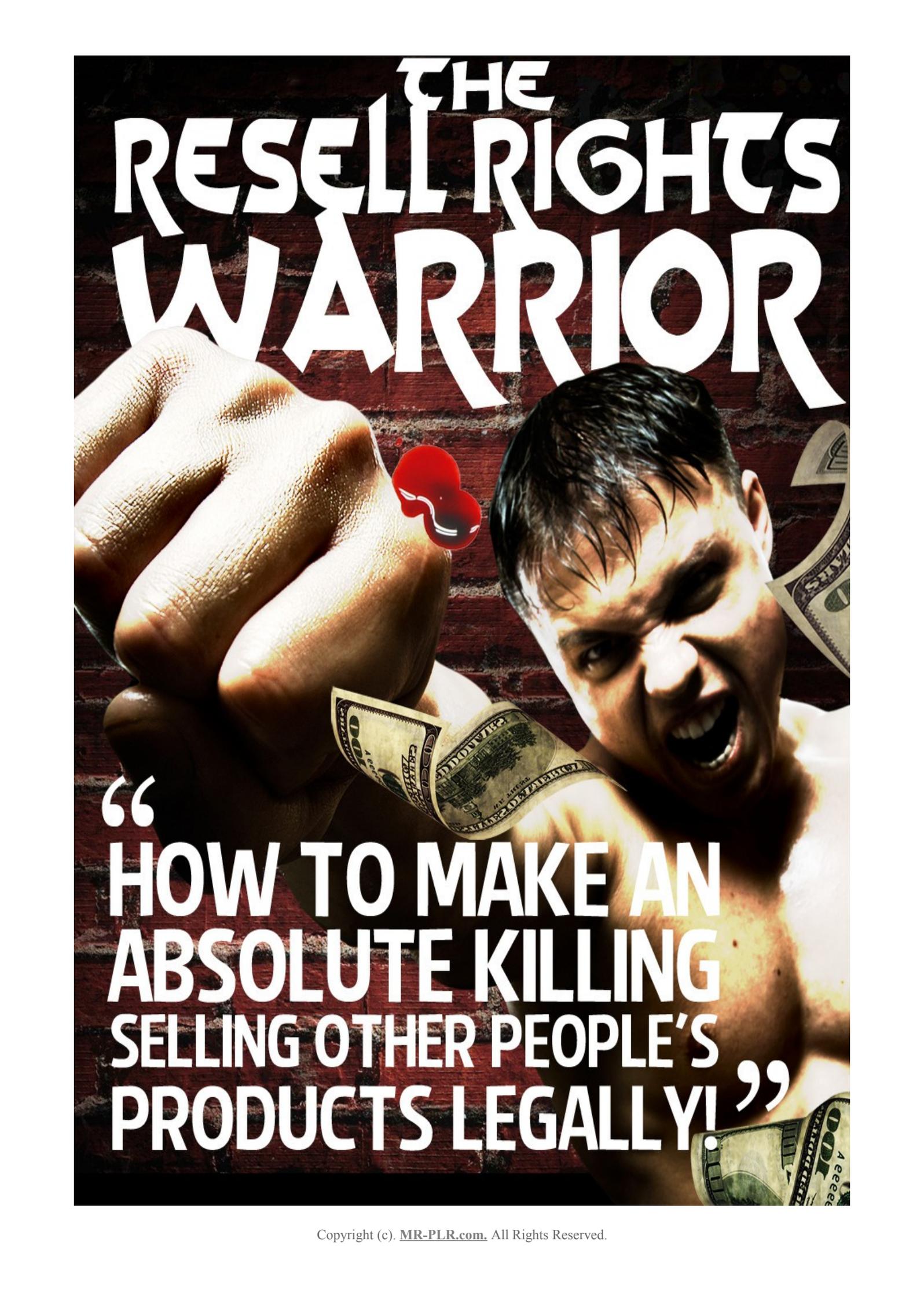


# THE RESELL RIGHTS WARRIOR



“  
HOW TO MAKE AN  
ABSOLUTE KILLING  
SELLING OTHER PEOPLE'S  
PRODUCTS LEGALLY!”

# **The Re-Sell Rights Warrior**

**“How To Make An  
Absolute KILLING Selling  
Other People’s Products  
LEGALLY!”**

Brought to you by [MR-PLR.com](http://MR-PLR.com)

Providing You With The Best Products To Re-Sell!

# Contents

Contents.....	3
Legal Stuff.....	4
What Will I Gain From Reading This Report?.....	4
Understand People, Understand The Web!.....	4
Understand The Learning Curve, Understand Your Business.....	4
Let's Get A Sense Of How BIG The Internet Marketing Niche Is.....	4
So What Are Resell Rights Products?.....	4
Stay Out Of Trouble And Follow The Licensing Terms!.....	4
What Makes A Product Good For Re-Selling?.....	4
The Best Resell Rights Products Matches The Following Criteria.....	4
Anyone Can Get Hold Of Resell Rights Products - The Key Is Quality.....	4
The 4 Essential Ingredients To Make This Work (pay close attention).....	4
Ingredient #1 - Traffic.....	4
Traffic Method #1 – Forum Marketing.....	4
Traffic Method #2 – Email Signature.....	4
Traffic Method #3 – Blog Post Comments.....	4
Traffic Method #4 – Yahoo Answers!.....	4
Traffic Method #5 – Articles.....	4
Traffic Method #6 – Ad Swaps.....	4
Traffic Method #7 – Outsource It!.....	4
Ingredient #2 – Squeeze Page.....	4
Ingredient #3 – Quality Mailing List.....	4
Ingredient #4 – Resell Right Product.....	4
Case Study Of A Product I Whipped-Up That Bought In \$2490.62 In 24 Hours!.....	4
A Quick Recap Of Everything You Need To Know.....	4
My FINAL Words Of Wisdom.....	4
A Bit About The Author.....	4

# Legal Stuff...

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ARE NOT MODIFIED.**

# What Will I Gain From Reading This Report?...

**Let's get one thing straight – I HATE reading long-winded 100+ page eBooks especially when I'm looking for the meat of the information! Not only does it waste my time, but it wastes your time too so I promise to keep this information short, concise and straight to the point.**

After reading this report, you should start to see the real potential behind what's possible online with resell rights products. **I will do my best to open up the gates for you and show you what has already been achieved but IT'S STILL DOWN TO YOU whether or not you take this route and follow through with it.**

Yes there are many internet business models around, but out of all the ones I've tried so far, this is hands down the safest, most cost-effective, sustainable, and reliable method and DOES NOT require you to do any spamming, cold calling, or pestering people who are not interested in what you have to offer!

# Understand People, Understand The Web!

**Let's consider what's happening on the web right NOW. There are people typing in the search engines, on video sites, even social networks right find what they're looking for.**

It might be information, it might be a product review, it might even be a product they're just about to buy. A good percentage of them are buyers or at least willing to if the right information and person is presented to them.

And they're the ones you want to focus on.

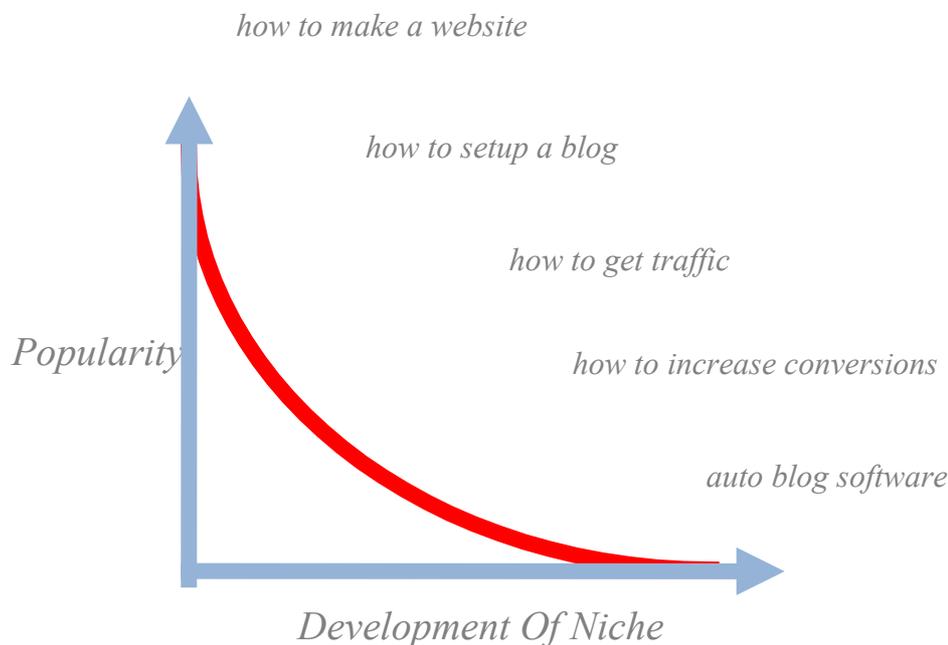


# Understand The Learning Curve, Understand Your Business

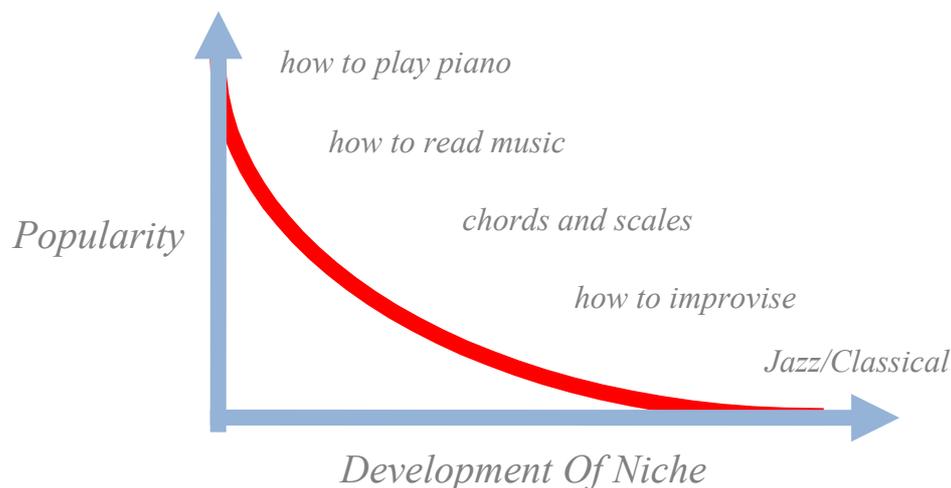
## Let's get specific for a second.

If someone is typing into Google *'how to setup a blog'* they're more than likely a beginner wanting to create their first website online in the hope of making some side income. They may also be interested in learning how to monetize their blog with AdSense or affiliate programs. They may also want to learn how to get traffic. They may also want to learn how to track traffic and learn how to increase their conversions. Furthermore, they may also be interested in blog plug-ins and software that automate a lot of the tasks.

This person is on a learning curve and with every small success, they need to develop to the next stage. They would be an ideal person for my business. How do I know this? Because I've experienced it both as marketer and the learning newbie.



## Let's take another example outside of the 'internet marketing niche'.



Another person is typing 'how to play piano'. If they're wanting to learn to play piano, they'll more than likely want to learn how to read music. If they can read music they'll want to learn how to place their hands on the keys. Once they can play a few notes, they'll want to learn how to play smoothly. To play smoothly they need to learn scales, chords and exercises.

Eventually they're be ready to learn and play the song they want on their own. They could then develop and learn to play by ear. Furthermore they could develop their skills and really get into higher level Jazz or Classical music.

Again you'll see that there is a learning curve involved and you're looking for people who are in niches that involve big learning curves so you can be there as a guide every step of the way.

**Why do you think so many people are in the internet marketing niche?... Quite simply because it's a huge market with a big learning curve with lots of sub-niches.**

Without a doubt, the internet marketing niche is a great place to start - no matter what your current level of experience is. Yes there are many other niches to enter, but the internet marketing niche has by far the most levels of development which ultimately means more products for you to sell.

# Let's Get A Sense Of How BIG The Internet Marketing Niche Is...

These are just a few areas you could get involved in *(just the internet marketing niche alone)...*



- ✔ There are people who want to learn **how to become an affiliate marketer**
- ✔ There are people wanting to **start their own membership site**
- ✔ There are people wanting to **get more traffic to their website**
- ✔ There are people who want to **setup their first squeeze page**
- ✔ There are people who want to **learn how to create their own product**
- ✔ There are people who want to **learn about paid advertising like PPC, CPA, media buys etc.**
- ✔ There are people who want to learn **how to setup their own affiliate program**
- ✔ There are people who need help **submitting their product to ClickBank**
- ✔ There are people who want to learn **how to create an eBook**
- ✔ There are people who want to learn **how to write articles**
- ✔ There are people who want to learn **about keyword research**
- ✔ There are people who want to learn **about email marketing**
- ✔ There are people who want to learn **how to create one time offers**

*and the list continues...*

I've not even covered the cross-selling that each list opens up! Let's take **just affiliate marketing** for example and go deeper. Anyone who wants to develop in the affiliate marketing sub-niche will also be interested in the following...

- ✔ Affiliate landing page **copywriting**
- ✔ Niche **demographics**
- ✔ Ready-made review site **templates**
- ✔ Ready-made review site **blogs**
- ✔ **PLR article content** for their site
- ✔ Affiliate auto-delivery bonus **software**
- ✔ Landing page generator **software**
- ✔ Click-through rate **training**
- ✔ Split testing **training and software**
- ✔ Affiliate **tracking software**



And with each stage of development is your chance to promote a product. This can be both your own and/or affiliate recommendations. However, this is where resell right products step in...

# So What Are Resell Rights Products?

**The term ‘resell rights’ means you’re allowed you to buy a product and sell it to the end user to keep 100% of the profits.**

So for example if I offered you training videos with resell rights, you now have the license to re-sell that product as many times as you want to the end user without having to pay me any royalty fees. The only price you paid was the one involved in acquiring that license.

With a **master** resell rights license however you can take it a step further. You can now sell the resell rights license on to other online marketers, so that in turn they too can sell the product as many times as they want to the end user. As a **master** resell rights owner, you get the privilege of selling to both other resellers and end users. This makes a great selling point to other marketers and maximizes your income.



# Let me illustrate this to you...



As you can see from this diagram, the best position to be is at the top as the master reseller or wholesaler. From there other marketers can buy a license off you to sell on to the end user or you can sell directly to the end user yourself.

The real advantage of this business model is that you don't have to research deep into the market. Any beginner can simply buy the master resell rights to a product and place themselves in front of other resellers to start making money.

# Stay Out Of Trouble And Follow The Licensing Terms!

**Ok so you've got a better understanding of what resell rights products are and the different groups of people you can sell to.**

The next thing I should point out is that they all come with a license that tells you specifically what you can and can't do with the products.



- *So for example, if you've bought a basic reseller's license to a product allowing you to sell it to the end user, your license does not permit you to pass on the reseller's license to your customers.*

- *If you've bought a master reseller's license to a product, you have the option to limit your customer's rights to personal use or allow them to sell the product too but not pass on the master reseller's license.*

- *If you bought a basic reseller's license and it states that you can add it into a paid membership, it means your members get personal use to the product, and not the ability to sell the product too.*

There are other limits put in place too such as minimum pricing, where you can sell, whether or not you can add bonuses to the package, or even edit the sales letter.

**It's a good idea to FOLLOW THE LICENCE to a product and you should always read the license carefully before you sell it and make plans.**

The last thing you want is to issue a refund to 100s sales you've made to your customers because the creator did some chasing up and found out that they did not have the right to sell the product themselves! This not only hurts your bank account, but your future reputation and can make it harder to make sales in the future! Stay clean from the start!

# What Makes A Product Good For Re-Selling?

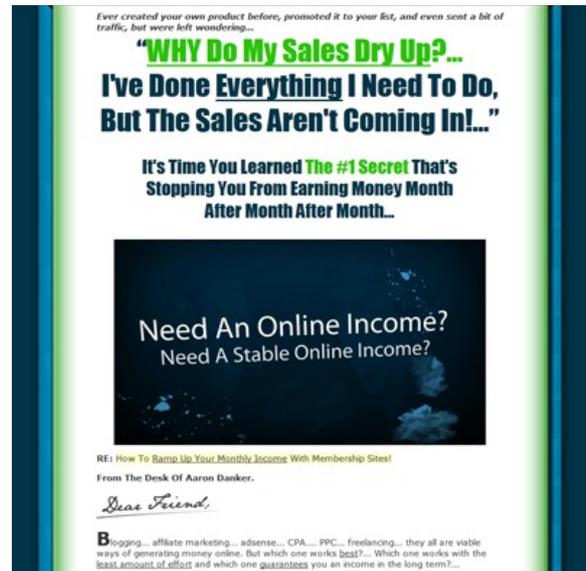
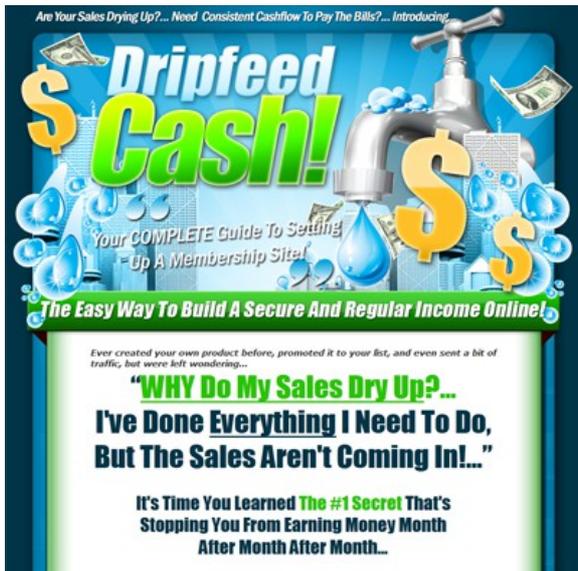
**I could give you the keys to a brand new Ferrari, but if you don't know how to drive the car is useless.**

**Likewise, me giving you stunning looking resell rights products will not do you any favours because you will not know how to use it to make money.**



So before you start downloading gigabytes of resell rights products from Google, let me first DEFINE what makes for a good product so you know what you should be looking for...

# The Best Resell Rights Products Matches The Following Criteria...



- ✔ **Has an excellent sales letter with great copy-writing** – the longer the better. Should ideally contain diagrams, pictures, screenshots, eCovers etc. The more engaging the better your conversions.
- ✔ **Has excellent graphics and presentation** – it should ‘wow’ your visitors and grab their attention as soon as the page loads. Remember you're not the only one on the web with a product to sell. The more impressive your product, the better off you'll be.
- ✔ **Has a video presentation already imbedded in your sales page** - this is rare to find mainly because video presentations are costly and time consuming to make. It's always worth paying that extra bit more for a quick video presentation.
- ✔ **Has a pre-built download page for your customers with links already intact** so you can put up your site quickly. Your typical reseller product will have a standard page with text literally saying 'put your links here'. This is no good because it means more work for you. You should look for products that have all the files prepared and zipped up ready to deliver straight to your customer. Less time setting up is more time making money.
- ✔ **Has an affiliate page and resources already embedded** – so your own affiliates can start promoting the product for you. This is a major plus for any reseller because it allows customers and affiliates to promote your site whilst you earn a percentage on every sale they make. The resources should include articles,

banners, broadcast emails, signature links, and so on. It's very rare that you'll find a reseller product with any more resources because then the product would be more valuable for the original creator. You should still be to get the ball rolling with the resources provided.

✔ Comes with **pre-written solo and mini-course emails** so you can broadcast your offer to your existing mailing list and pre-sell new visitors to your site. Higher end products will already come with a capture form and / or squeeze page allowing you to copy and paste your web form straight away.

✔ Comes with a great end-user **product** to keep refund rates to a minimal, keep your customers happy and want them coming back to you for more. This is key. If your customer has a bad buying experience with you, it will be remembered. If your customer has an exception buying experience with you, it will also be remembered. Ensure you're selling quality products from the start to keep your customers coming back for more.

**This may seem like there are a lot of checks in place, but this is to make sure you get the best start possible to building a business online!**



Having everything in check also ensures you get a **continuous flow of traffic** coming to your site. *Let me explain...*

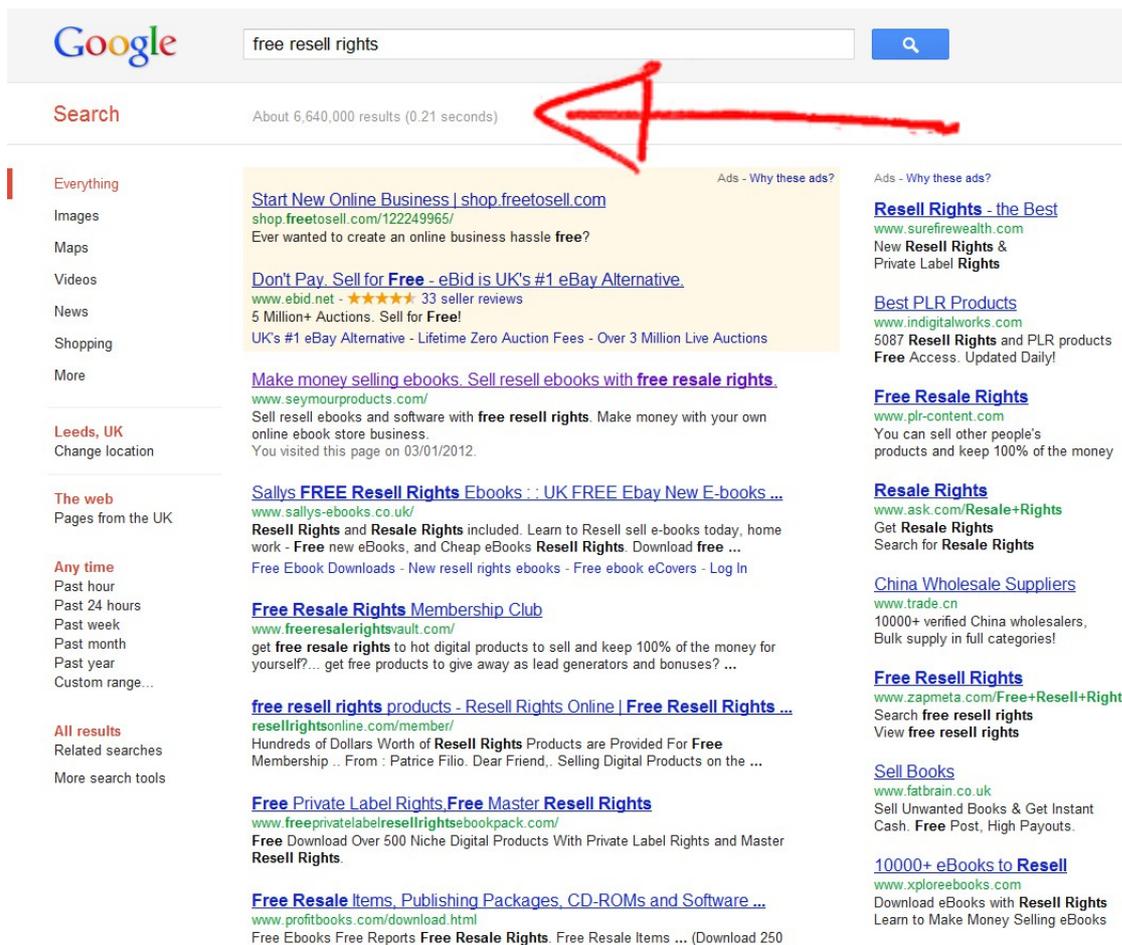
*A great sales letter and graphics is what generates sales. A great mini-course is what turns half-interested prospects into buyers. A great product and delivery of the product is what stops people asking for refunds. A great affiliate program in place is what encourages customers and affiliates to promote your product. Great affiliate content is what encourages affiliates to promote your product further and allows you to make money without any work. This is a reseller product working at its best for you!*

As you get more and more involved with resell rights products you'll start to realize that having all these components in place will save you a LOT of setup time and editing. This is PRECIOUS TIME you could be using to actually promote your product and make money!

## Anyone Can Get Hold Of Resell Rights Products - The Key Is Quality.

Need proof?...

*Type 'free resell rights' in Google and you'll be able to download 100s if not 1000s of resell rights products. Now see if you can download one, set it up and put it together and sell a copy!*



The screenshot shows a Google search for "free resell rights". The search bar contains the text "free resell rights" and a magnifying glass icon. Below the search bar, it says "Search" and "About 6,640,000 results (0.21 seconds)". A red arrow points from the search bar towards the search results. The results are categorized into "Everything", "Images", "Maps", "Videos", "News", "Shopping", and "More". The "Everything" category is expanded, showing several search results. The first result is "Start New Online Business | shop.freetosell.com" with a link to "shop.freetosell.com/122249965/" and the text "Ever wanted to create an online business hassle free?". The second result is "Don't Pay. Sell for Free - eBid is UK's #1 eBay Alternative." with a link to "www.ebid.net - ★★★★★ 33 seller reviews" and the text "5 Million+ Auctions. Sell for Free! UK's #1 eBay Alternative - Lifetime Zero Auction Fees - Over 3 Million Live Auctions". The third result is "Make money selling ebooks. Sell resell ebooks with free resale rights." with a link to "www.seymourproducts.com/" and the text "Sell resell ebooks and software with free resell rights. Make money with your own online ebook store business. You visited this page on 03/01/2012." The fourth result is "Sallys FREE Resell Rights Ebooks :: UK FREE Ebay New E-books..." with a link to "www.sallys-ebooks.co.uk/" and the text "Resell Rights and Resale Rights included. Learn to Resell sell e-books today, home work - Free new eBooks, and Cheap eBooks Resell Rights. Download free ... Free Ebook Downloads - New resell rights ebooks - Free ebook eCovers - Log In". The fifth result is "Free Resale Rights Membership Club" with a link to "www.freeresalerightsvault.com/" and the text "get free resale rights to hot digital products to sell and keep 100% of the money for yourself?... get free products to give away as lead generators and bonuses? ...". The sixth result is "free resell rights products - Resell Rights Online | Free Resell Rights ..." with a link to "resellrightsonline.com/member/" and the text "Hundreds of Dollars Worth of Resell Rights Products are Provided For Free Membership .. From : Patrice Filio. Dear Friend,. Selling Digital Products on the ...". The seventh result is "Free Private Label Rights Free Master Resell Rights" with a link to "www.freeprivatelabelresellrightsebookpack.com/" and the text "Free Download Over 500 Niche Digital Products With Private Label Rights and Master Resell Rights.". The eighth result is "Free Resale Items, Publishing Packages, CD-ROMs and Software ..." with a link to "www.profitbooks.com/download.html" and the text "Free Ebooks Free Reports Free Resale Rights. Free Resale Items ... (Download 250". The "Images" category is also expanded, showing several search results. The first result is "Resell Rights - the Best" with a link to "www.surefirewealth.com" and the text "New Resell Rights & Private Label Rights". The second result is "Best PLR Products" with a link to "www.indigitalworks.com" and the text "5087 Resell Rights and PLR products Free Access. Updated Daily!". The third result is "Free Resale Rights" with a link to "www.plr-content.com" and the text "You can sell other people's products and keep 100% of the money". The fourth result is "Resale Rights" with a link to "www.ask.com/Resale+Rights" and the text "Get Resale Rights Search for Resale Rights". The fifth result is "China Wholesale Suppliers" with a link to "www.trade.cn" and the text "10000+ verified China wholesalers, Bulk supply in full categories!". The sixth result is "Free Resell Rights" with a link to "www.zapmeta.com/Free+Resell+Rights" and the text "Search free resell rights View free resell rights". The seventh result is "Sell Books" with a link to "www.fatbrain.co.uk" and the text "Sell Unwanted Books & Get Instant Cash. Free Post, High Payouts.". The eighth result is "10000+ eBooks to Resell" with a link to "www.xplorebooks.com" and the text "Download eBooks with Resell Rights Learn to Make Money Selling eBooks".

**The key here is quality. Look at the pre-built sales page of the resell right product and see if it's convinced you enough to buy it as an end user. If it has, chances are you're on to a winner.**

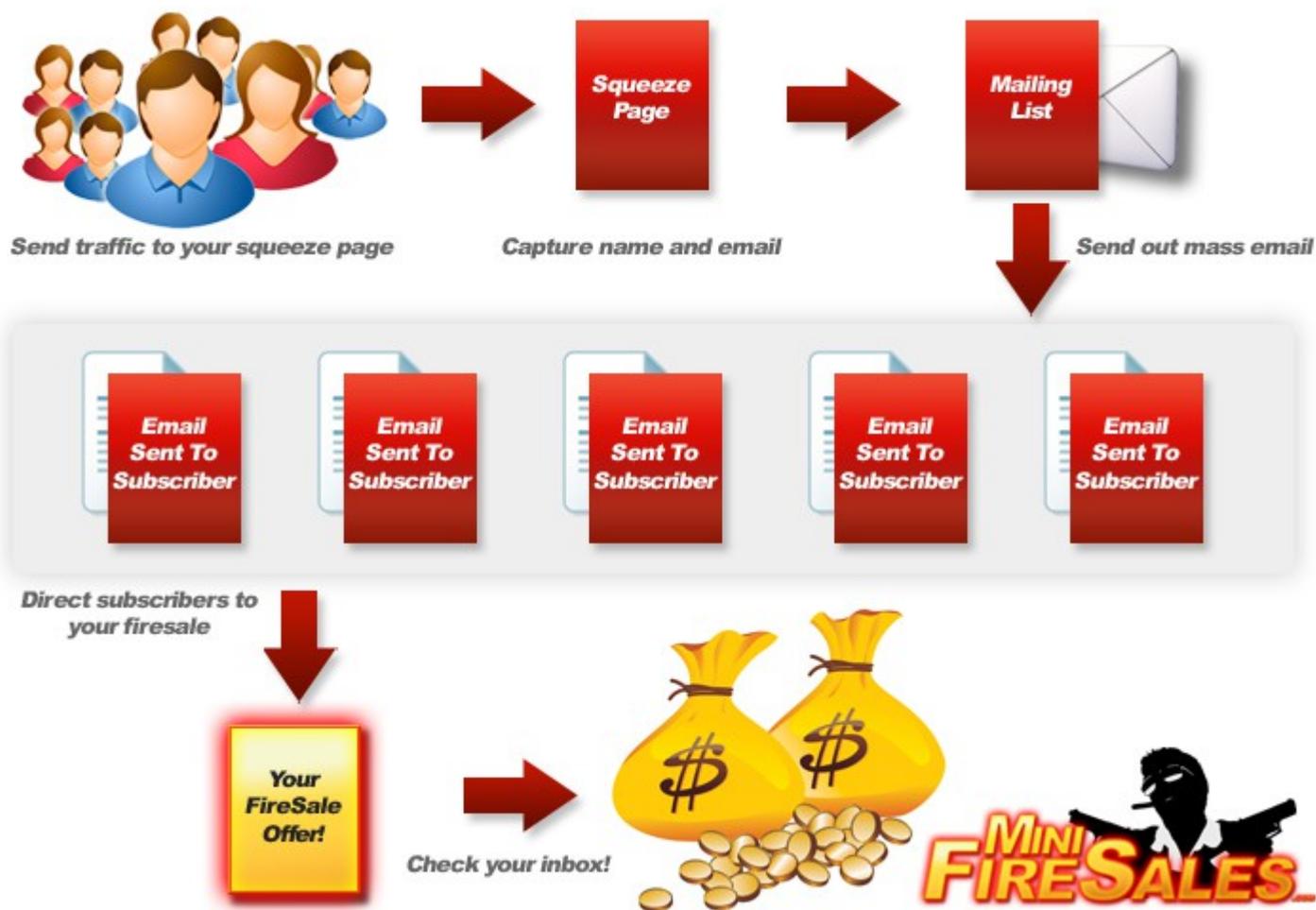
You're now in a better position to know WHAT to look for in a product, it doesn't mean that you're going to start raking in \$1000s a day overnight. You still need to know EXACTLY WHAT TO DO with these products and set them up into a system. I'll provide with the materials you need to get started towards the of the report but for now let me reveal the 4 ingredients you need to make this work...

# The 4 Essential Ingredients To Make This Work (pay close attention)...

Owning the right to sell a product is only part of the battle - but it's a major step forward.

The next part is actually putting it into a system that will continue to generate cash for you time and time again.

There's 4 main ingredients you need to make this work and they come in this order...





## **Ingredient #1 - Traffic**

**Traffic is pretty much essential to all online business models. If you can't get visitors to your squeeze page, you won't be able to build you mailing list.**

**Likewise, if they're not on your list, they can't read your emails and won't know your product exists! No exposure equals no sales. It's as simple as that.**

You *could* just send traffic directly to your offer but then your visitor has only two choices, to buy there and then, or to leave your site for good. Even if they left your website, how do you know if they're not interested in your other products?

This is why you're far better off 'storing' your traffic and drip-feeding promotions to them a bit at a time with your **auto-responder**. We'll get onto that in a bit but for now you must understand that traffic needs to be sent to your squeeze page first.

Here are a few methods I like to use:

## Traffic Method #1 – Forum Marketing



This is straight forward and so easy to do. A good place to start is in the Warrior Forum.

Start by posting useful replies in other threads. You don't have to be an expert at any particular subject, just share your opinions and honesty with others.

When you create an account you'll get a chance to add your own signature and link. Add something like "Struggling To

*Make Money Online? Download This eBook For FREE – <http://www.mywebsite.com>", or "Still Paying For Internet Marketing Training? Why Not Get Them For FREE – <http://www.mywebsite.com>" and socialize with others.*

The threads at the top get the most views and older threads get pushed down the page so it's worth to posting every now and again to keep the traffic flow going. The more you get involved, the more your posts will show up along with your signature link. Don't spam as it will clearly show and get you banned. Once you've made several replies, you'll be able to start a new thread of your own and direct people to your great free resource (squeeze page)!

## Traffic Method #2 – Email Signature

Since you've already got your own forum signature, why not copy that into your email signature? Every time you email someone, friends, colleagues, social network sites and so on, you'll have a link right after your email which will spark some curiosity. It doesn't take long to add and can continue to bring in new subscribers even when you've long forgotten about it!

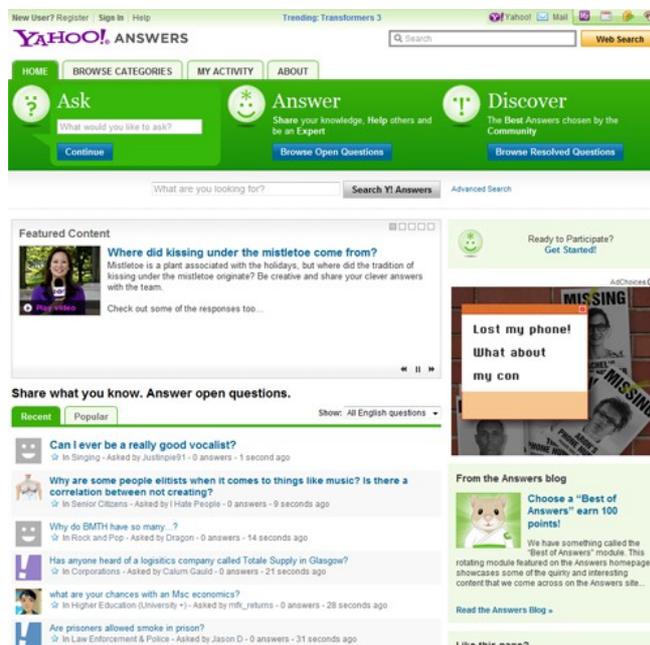
## Traffic Method #3 – Blog Post Comments



Again this is really easy to do. Just like forum marketing, you simply reply to a blog post related to your subject. Most blogs allow you to leave a URL so read the blog post so you can make an intelligent comment. A simple search for 'make money blog' on Google will bring back the most popular blogs – ones which get a lot of traffic and ones you should be socializing and making comments in!

Perhaps you're already reading a blog on a regular basis. If they allow you to leave comments - great! Do so! a Thoughtful and helpful comment will get people curious as to who you are and will very likely click on your name or link you provided to check out more.

## Traffic Method #4 – Yahoo Answers!



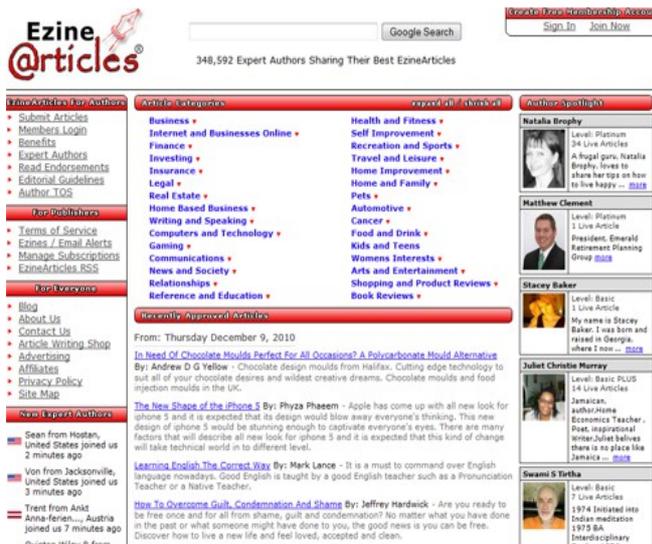
**Similar to blog commenting, Yahoo Answers is a great place to get traffic!**

Yahoo Answers is a great place to gather more subscribers and works just like Forum marketing except when you answer someone's question, and if it's considered the best answer, your

reply will be placed first ahead of other replies which gets you even more exposure!

So where possible, answer a ‘make money’ related question to the best of your ability and leave a link back to your squeeze page. It may require a bit of specialist knowledge but that’s what Google is for!

## Traffic Method #5 – Articles



**Articles are a great way to get free traffic to your site and have a viral effect when done right. A good place to start is Ezine Articles.**

You simply write a 250-500 word article that relates to what

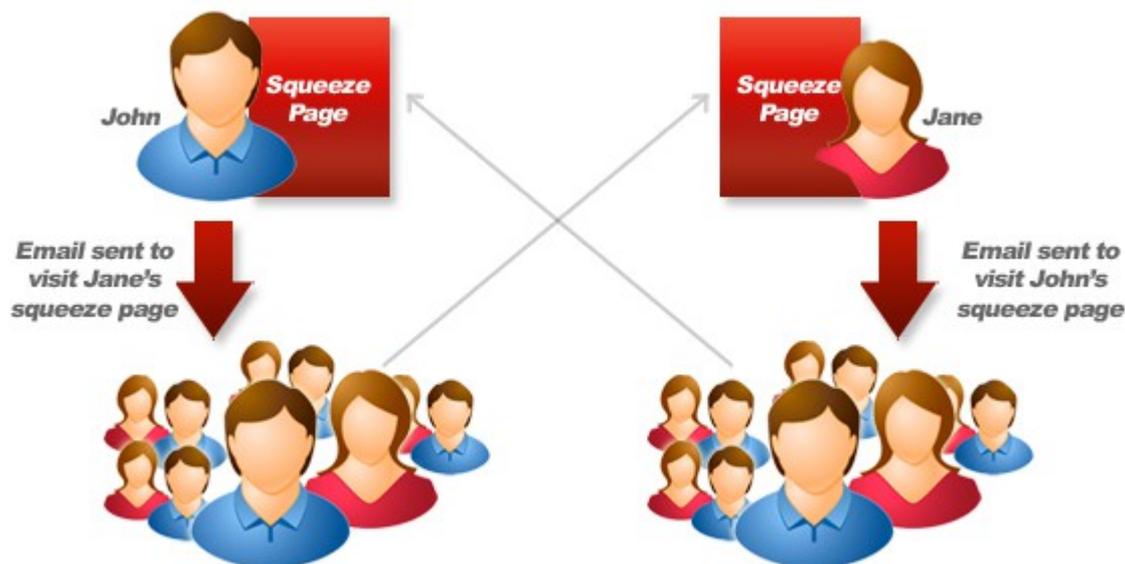
you have to offer on your squeeze page and add an author bio at the bottom with a link back to your site.

For example, if you’re offering free report on your squeeze page all about “7 Different Ways To Make Money With Master Resell Rights”, your article can talk about just 1 or 2 methods, explain it in more detail and then finish off by saying something like:

*“Acquiring Master Resell Rights to a product is one of the easiest ways of making money online. For 5 more powerful tips grab the full report at <http://www.mywebsite.com>”.*

The beauty of articles is that you’re giving out free content with a link and allowing other webmasters to publish the content on their website. If anyone wants to publish your article on their website or blog, they must include your entire article and author bio. The effect is non-stop traffic and if you provide a balance of quality information, but leaving just enough to keep them wanting more you’ll get a lot of interest and clicks to your website.

## Traffic Method #6 – Ad Swaps



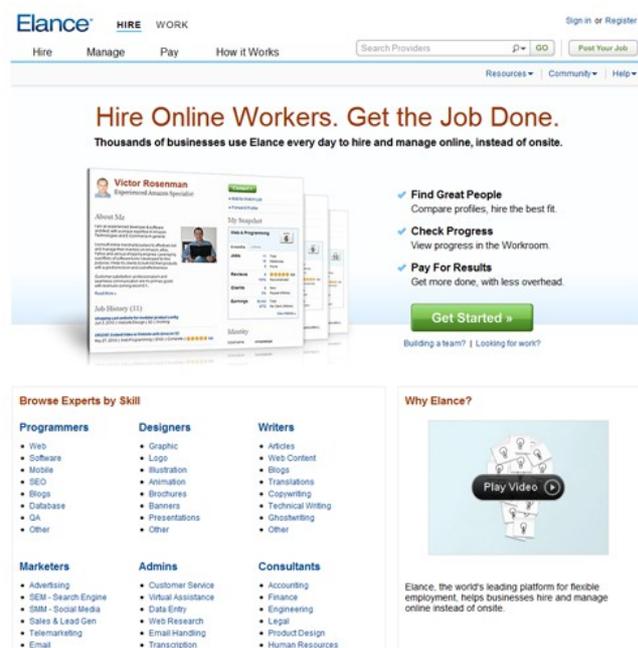
**This is one of my personal favourites and should be yours too because it can quickly bring in 100s of new subscribers literally overnight.**

It works by sending an email to your list that directs them to a fellow marketer's website and in turn, that marketer will reciprocate by sending an email to their list to go to your website.

It works best when you both have a mailing list of similar size and when you both have something free to offer with a squeeze page. A good place for ad swaps is in the Warrior Forums. Marketers are always on the lookout for ad swaps!

**Tip!** Some marketers will compromise and will send out an email to a segment of their list to match yours but don't expect to do an ad swap with another marketer who has a mailing list of 10,000+ whilst you have 100. Either continue using the previous methods to generate more subscribers or find another marketer with a list of similar size.

## Traffic Method #7 – Outsource It!



The screenshot shows the Elance website interface. At the top, there are navigation links for 'HIRE' and 'WORK', and a search bar for providers. Below the navigation, the main heading reads 'Hire Online Workers. Get the Job Done.' followed by a sub-headline: 'Thousands of businesses use Elance every day to hire and manage online, instead of onsite.' A featured job listing for 'Victor Rosenman' is shown, including a profile picture, name, and job details. To the right of the job listing, there are three bullet points: 'Find Great People', 'Check Progress', and 'Pay For Results'. Below these, there is a 'Get Started' button. At the bottom left, there is a section titled 'Browse Experts by Skill' with a grid of categories: Programmers, Designers, Writers, Marketers, Admins, and Consultants. Each category has a list of specific skills. At the bottom right, there is a 'Why Elance?' section with a video player and a brief description of the platform.

**All the previous methods require you to do the work, but if you've got a bit of cash to work with, it's worth hiring a freelancer to do all the above for you. A good place to start is Elance.**

Start by assigning small jobs first such as hiring someone to post 100 forum comments in forums or post 100 answer in Yahoo Answers, or 10 article write-ups and submissions. Then see how many sign-ups you receive. If for example you receive 100 new subscribers from an outsourced tasked that cost you \$50, and from those 100 subscribers you can make \$100 from a fire sale promotion you know you're heading in the right direction.

**Advance Tip!** Use conversion tracking software to find out exactly where your traffic is coming from, who signs up to become a subscriber, and who eventually buys your offers. When you have more detailed information about your traffic, you'll have a much better idea of what job to outsource and who to!

## Ingredient #2 – Squeeze Page



Your squeeze page is designed to do one thing – to collect the names and emails of your visitors which are then stored in your auto-responder.

You need to collect the name and email address of your visitors and to ensure they've double opted-in *i.e. confirmed their subscription to you.*

If you place your web form on your blog for example, along with banner ads promoting various affiliate products, navigation bars to other blog posts, and links to Twitter and Facebook widgets you're not going to be capturing as many leads as you could be.

To maximize your opt-in conversions should dedicate an entire website and domain to capturing names and emails. Nothing else! Look to the left for an example of what one should look like.

Here you can see the full length of the website. It is short, straight to the point and focuses on getting the visitor to opt-in. You'll notice that there are no other distractions such as banner ads, AdSense ads, or any other out-bound links so the visitor has only 2 choices – enter or leave. You'll also notice how it's designed to give away material giving the visitor every reason to sign up especially if it's free!

**The key is to make the site look established, trustful, and worthy of joining. Make use of graphics, arrows, buttons and**



I'll give you a case study of how what combination of product I promoted and the email I used to rake in \$2490.62 in 24 hours later on in this report but for now you need it to be second nature to you to build your list!

## **Important Note: The QUALITY Of Your List matters!**

Any can get traffic. Anyone can buy traffic or spam the internet with links and free downloads. That's not hard. Yes you will build a list, and you may even make money doing this but you won't go far. **It's definitely a case of quality over quantity.**

Would you rather have **100,000 freebie seekers** and window shoppers on your list who report you as spam, unsubscribe and ask for refunds all the time?... Or would you rather have **1000 buyers** who like what you have to offer and continue to buy from you time and time again? Quality means YOU get attention. Quality means subscribers read your email. Quality means people buy from you. This should be a no brainer. Quality is more important than quantity.

**So how do you improve quality?...** Simple... by providing free useful quality content on a regular basis. This could be in the form of a report, free video training, an entertaining video, a free resource from another site, an eBook, an MP3 recording, a piece of software, a blog post you just written... you get the idea.

Can you put together 4 pieces of quality content together - one for each week to keep your subscribers happy for the month ahead? Can you then automate the delivery of the content with your auto-responder so one goes out every 7 days? Yes you can and you should because that's how you can show that you're putting your subscribers first.

Better still, can you help your subscriber to achieve a result? Even just a small one?... *Can you help them make their first dollar online?..., can you help them setup their first blog?..., can you help them lose 7lbs in a week?..., can you help learn to read music?..., can you help them gain 10lb of muscle?...* If you can then you've just proved to them that you know what you're talking about and in doing so they're going to be responsive to you. **Write this down if you have to!**

Not every email you send out has to be a promotion - you won't get far and all that effort you spend building your list will go to waste. Build trust, reputation and integrity first, then provide offers later.

**The product you sell can make the difference between success and failure.**

**Being online for a few years now I can say hands down that I'd rather spend \$197 on 1 product that sold consistently for \$27, than \$1 for gigabytes of worthless resell rights junk that will need hours and hours of editing.**

Not only does it waste my time trying to tidy them up, edit the sales letter, and clean-up the graphics but that's time that I could have been using to promote my \$27 product and turn a nice profit!

Now it's time to see an example of a good and bad resell rights product so you don't fall into the trap of picking bad apples!



# Example Of A **BAD** Product To Start Selling...

Headline and sub-text are okay but overall poor text formatting and not pleasant to read

Do NOT Begin Creating Your IM Product Without This Valuable Starter Kit

**Use Would Like To Create Their Own Products To Sell For Big Profits, Doing A Small Amount of Work, and Spending The Least Amount of Money Possible?"**

"IM Product Creation Simplified Gives You The Same Tools That 'Gurus' Use To Rake Thousands of Dollars From Their Lists in The IM Niche Spending VERY LITTLE TIME AND MONEY In The Process!!!!"

Poorly tiling of background cheapens the overall look of the site

ANY of the following questions?

Interested to join the gurus in trying to create your own IM product to sell for

- Do you have any personal twists in Internet Marketing that you would like to package and sell?
- Have you ever had a mental block which kept you from going forward with your IM product?

A lot of work will be needed to make this product sell!

self slow to take action, even though YOU KNOW you can create your profits?

self wanting to create IM products for profits, but don't have any idea

A diagram, video, or picture illustrating the product will have a much greater impact on the sales page

Bullet points could be greatly improved with bolds, and underlines

greatly improved with bolds, and underlines

Here you can see that the sales page is heavily text based surrounded by a badly tiled background. There is nothing wanting me to scroll down and check out the rest of the page and see what's on offer. The headline doesn't really speak to the person or state any striking benefits and you're still left looking for an answer. The sales page could definitely benefit from mini-site graphics and a graphic shot of the package however as it stands this will not be enough to get people to buy unless you lower the price to compensate.

# Example Of A GOOD Resell Rights Product To Start Selling...

More eye-catching design will attract visitor's attention within seconds and encourage them to read the sales page

Better use of font and spacing helps visitor read the sales page faster and message is sent across clearly

**“Stuff Money Into Your Pocket Starting Today... Using Easy But Little Known Methods That Require Nothing More Than 4 Hours A Day Of Your Time!”**

clearly

This sales page will have more interest, have higher conversions and overall generate more sales

**THROUGH DISCOVERY** Reveals Easy But Highly Proven Methods To Ramp In Obscene Amounts Of Cash Into Your Bank Account... Without Having Your Own Product!

Clean professional package graphics give the product more credibility and increase conversions



Straight away you can tell the difference in quality and what exactly is being sold. The mini-site graphics are very clear and the headline cuts straight to the chase. The package graphic also helps get the viewer's interests and makes them want to scroll down and find out a little more about the offer.

**If you received an email from two different marketers promoting their products to you, which one are you more likely to buy from?...**



Which marketer is perceived as more professional?... Which one comes across as more knowledgeable and reputable?...

...and which one are you more likely to do business with in future?

The beauty of being a reseller is that you don't have to fully research the product you're selling however it is always a good idea to go through the product yourself to make sure you're aware of what you're selling your customers.

Knowing the product you're selling is always a plus. Even if you don't know how to make money as a super affiliate in this case, the point is that you'll still be the one others go to simply because YOU are the seller of this product and it's in YOUR hands! If you had the earlier product, you wouldn't stand a chance UNLESS you did some severe editing!

# Case Study Of A Product I Whipped-Up That Bought In \$2490.62 In 24 Hours!

**There are key factors that will allow you to make this kind of money. Bear in mind I've been continuously building my list and now have over 38,000+ subscribers both paid and free in several niches and I have experience in creating my own products and writing emails.**

Let me make this clear, you **DO NOT** need 38,000+ subscribers before you can start selling nor do you need to create your own product. You can start building your list today using the free traffic techniques explained earlier and generate 100+ subscribers within a couple days and start promoting to them straight away. The best part is you won't have to spend weeks, even months creating your own product from scratch because I'm going to provide you with products you can start selling towards the end of this report!

Okay so back to case study. The product I put together was for Photoshop PSDs to websites I had created in the past. They were essentially graphic templates that allowed any marketer to edit, alter and design to help them design their own products.

For the absolute beginner, these PSDs were probably of no use, however for the seasoned marketer and graphic designers, this was an absolute gem because it saved them hours of work.

Below is the exact email I sent out to my list that brought in well over \$2000 in 24 hours and several \$1000 more over the next few days...

SUBJECT: 2.3GB Unflattened PSDs To 27 Website Designs Available For Download!

Hi {!firstname\_fix},

Designing a website from scratch does require some level of skill. Forget the copywriting for a second or what you're even planning to sell, if your website looks cheap, your visitors will think so too.

This puts you in one of two situations - outsourcing your graphics or watching loads of video tutorials and learning

how do it yourself.

In an effort to help you save time, effort and money, I want to provide you with over 12 months worth of my own personal work.

You don't need a degree in art and design, you don't need to spend hours watching poor quality videos on YouTube, and you definitely won't need to fork out \$497+ on a graphic designer.

What I'm offering is the RAW and UNFLATTENED PSDs to 27 websites which I've built in the past to maintain and sustain a solid income online.

With each website you'll receive the PSD template, eCovers, banners buy now buttons and so much more. And because they're unflattened, you can drag and drop the graphic elements into your own website such as text, logos, people, icons, textures, colors and much more.

With these RAW templates you'll be able to get REALLY creative and produce beautiful and profitable websites all by yourself!

Check out all the project I'm offering below, over 2.3GB worth of website designs...

<http://www.psdblowout.com>

Regards,  
Aaron.

P.S. For those who are really into resell rights, you'll also be able to pick up Master Resell Rights to the entire site as an optional upgrade.

The email was short, sweet and straight to the point. But because I presented them with a unique offer and have over 1000 people checking it out, paying \$27 each, that easily boosted my earnings.

**For a successful email promotion you need to have a strong subject line, and an informal message relating to your offer**

and a link to your offer. The aim is to *get as many people* on your mailing list to *actively* read your email and click on the link within.

✉ Recent Broadcasts Your recently sent messages.

Listname	Sent Date	Subject	Sent	Bounces	Complaints	Opens	Clicks
pr1vso	01/09/12 3:44pm	[RESELL RIGHTS] Dog Traini...	468	5 (1.1%)		0	0
tiptopmarketer	01/08/12 4:08pm	[RESELL RIGHTS] Dog Traini...	17,819	110 (0.6%)	0.03 %	798 (4.5%)	859 (4.8%)
tiptopmarketer	12/27/11 11:10am	Free Gift #1 From Aaron Atta...	17,639	154 (0.9%)	0.00 %	736 (4.2%)	797 (4.5%)
tiptopmarketer	12/11/11 7:31am	*FREE List Building Training*	17,441	121 (0.7%)	0.01 %	699 (4.0%)	808 (4.6%)
tiptopmarketer	12/08/11 9:00am	LAST REMINDER {!firstname}...	17,427	50 (0.3%)	0.02 %	473 (2.7%)	523 (3.0%)
tiptopmarketer	12/06/11 8:49am	[BLOG POST] How To Boost...	17,439	57 (0.3%)	0.02 %	0	0
tiptopmarketer	12/04/11 9:51am	[RESELL RIGHTS] Turbo Trai...	17,440	132 (0.8%)	0.05 %	795 (4.6%)	995 (5.7%)
tiptopmarketer	11/30/11 4:14pm	[PLR] Fresh Report & Minisit...	17,414	78 (0.4%)	0.03 %	841 (4.8%)	940 (5.4%)

(A screenshot directly taken from within my Aweber account. Clicks and Open rates are the most important numbers)

Now when you come to email your list do not be discouraged if you do not receive any sales the first time round with your promotion. It may be that you don't have enough subscribers on your list to make it effective, or there simply wasn't enough clicks in your email for anyone to notice. If that's the case simply continue building your list and promote the offer a second time round when you have more people to promote to.

**I didn't start receiving sales until I had around 100+ people on my mailing list. It may seem a lot at first but getting 100 can be done within a few days just by posting helpful replies on forums and blog posts!**

I currently have over 38,000 people on my mailing list from various niches. 20,000 of which are interested in making money online, and out of those 20,000 I can get ~1000 clicks with a promotion. And out of those 1000 clicks, I can get 50-100 sales of a product depending on the offer.

If I'm selling something for \$27, that's easily \$1300-\$2700 in profit. And if you've got some form of up-sell in place, you can expect much more. There are many other elements that I can put into place to get the sales figures even higher, such as an

affiliate program, keyword optimize my site, promote the site directly with SEO articles etc. but for now I'll keep the system simple and show you how to make money purely from your mailing list.

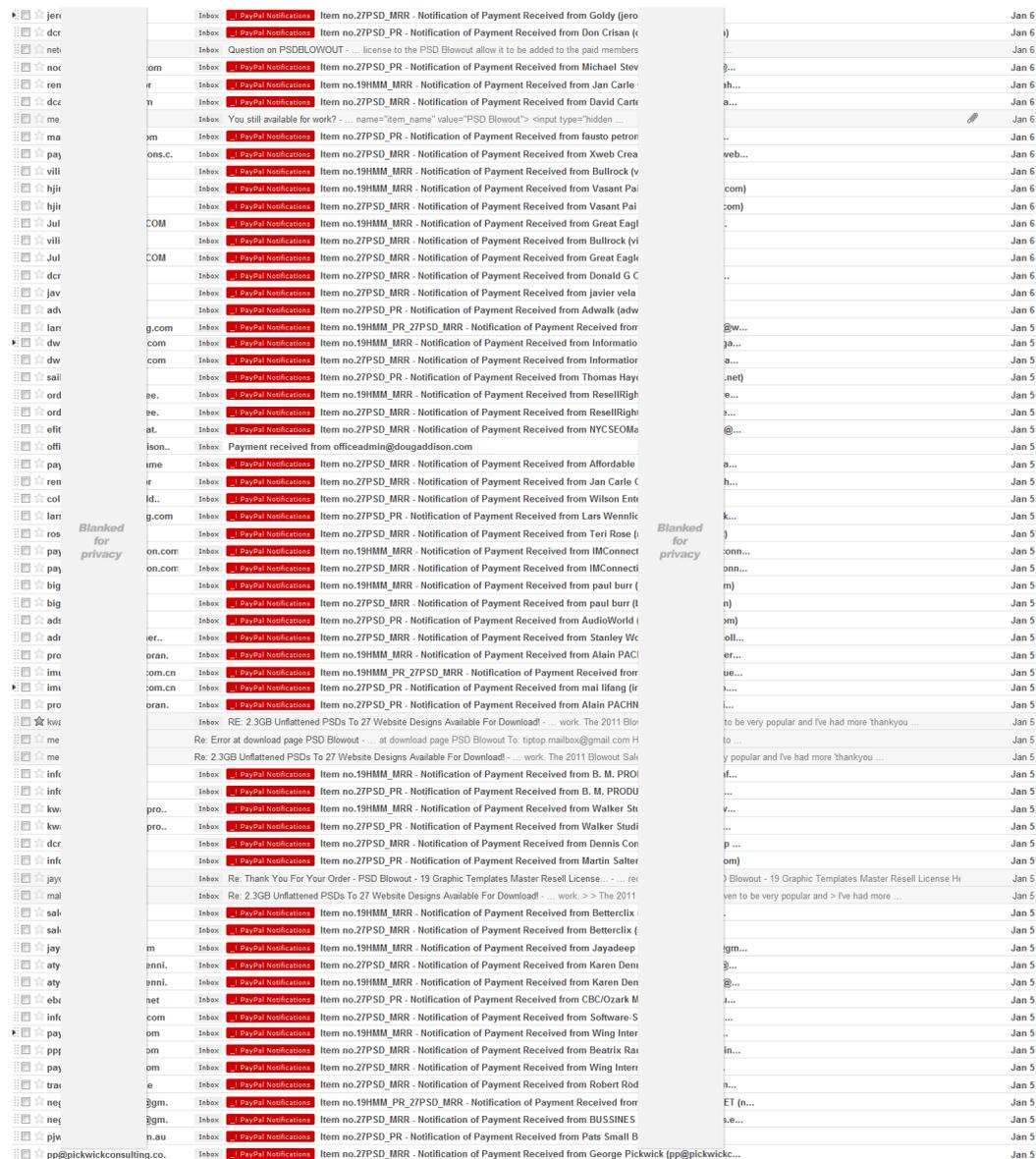
And my spenditure you ask?... just the time taken to put the offer together and PayPal fees. This promotion alone brought in \$2490.62 in 24 hours, and continues to bring in money to this day!

Have a look to the left to see what my inbox looked like after 24 hours of this promotion. *Some things I want to mention that you should note...*

- I use Google Mail to red label any

email that has 'notification of payment received' so I can quickly look at my inbox to see how sales are doing for the day. Hence why everything is red when I look took this screenshot.

- Anything that is blanked out is the customer name and email for privacy.
- As you can see from the date, this all happened between Jan 5th and Jan 6th.
- This one done with one email. I sent out more emails and more reminders to ensure I got the maximum number of clicks from my list. This brought in more money.



Welcome, Aaron Danker

Business Name: Digital Downloads | Account Type: Business | Status: [Verified](#) | Last log in tiptopmarke

PayPal balance: **£3,244.01 GBP** [Currency converter](#)

Available balance in GBP (primary): £0.00 GBP

Total balance (all currencies, available and pending) converted to GBP: £3,244.01 GBP [Hide](#)

Currency	Total
GBP (Primary)	£0.00 GBP
USD	\$5,148.85 USD

My recent activity | [Payments received](#) | [Payments sent](#) | [View all my transactions](#)

My recent activity - Last seven days (26 Sep 2011-3 Oct 2011)

Displaying 20 results per page [Next](#)

[Archive](#) [What's this](#) [Payment status glossary](#)

<input type="checkbox"/>	Date	Type	Name/Email	Payment status	Details	Order status/Actions	Gross
<input type="checkbox"/>	3 Oct 2011	Subscription Cancellation From	raf...	<a href="#">Cancelled</a>	<a href="#">Details</a>		...
<input type="checkbox"/>	3 Oct 2011	Payment From	Gr Ma	<a href="#">Completed</a>	<a href="#">Details</a>	<a href="#">Print postage label</a>	\$10.00 USD
<input type="checkbox"/>	3 Oct 2011	Payment From	Gr Ma	<a href="#">Completed</a>	<a href="#">Details</a>	<a href="#">Print postage label</a>	\$10.00 USD
<input type="checkbox"/>	3 Oct 2011	Payment From	Da	<a href="#">Completed</a>	<a href="#">Details</a>	<a href="#">Print postage label</a>	\$17.00 USD
<input type="checkbox"/>	3 Oct 2011	Payment From	Im Pr	<a href="#">Completed</a>	<a href="#">Details</a>	<a href="#">Print postage label</a>	\$9.99 USD
<input type="checkbox"/>	3 Oct 2011	Recurring Payment To	Gl St Gu	<a href="#">Completed</a>	<a href="#">Details</a>		-\$18.50 USD
<input type="checkbox"/>	3 Oct 2011	Payment From	Me Ki	<a href="#">Completed</a>	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$27.00 USD
<input type="checkbox"/>	3 Oct 2011	Payment From	Rc Sc	<a href="#">Completed</a>	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$27.00 USD
<input type="checkbox"/>	3 Oct 2011	Subscription Creation From	Rc Sc	<a href="#">Active</a>	<a href="#">Details</a>		...
<input type="checkbox"/>	3 Oct 2011	Payment From	Me Ki	<a href="#">Completed</a>	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$27.00 USD
<input type="checkbox"/>	3 Oct 2011	Payment From	Th	<a href="#">Completed</a>	<a href="#">Details</a>	<a href="#">Issue refund</a>	\$27.00 USD

With a constantly growing mailing list and new resell rights products to promote, I'm able to send out an email almost every day to bring in a consistent income! By the end of the month this really starts to add up!

**The best part is that the system is COMPLETELY**

**SCALABLE. If you want to make more, simply add more people into your mailing list!**

I still promote fresh products to my list at least once per week and my auto-responder also is set up to promote other products at least 2-3 times per week.

This is another screenshot taken from my PayPal account after doing a couple of email promotions.

Thanks to email marketing and resell right products this kind of earnings are very possible.

Let's quickly recap on everything before you forget!...

# A Quick Recap Of Everything You Need To Know...

Get out a pen and paper and write down what you need to know. Draw it out as a process so you can see it clearly. It'll help stick in your mind!



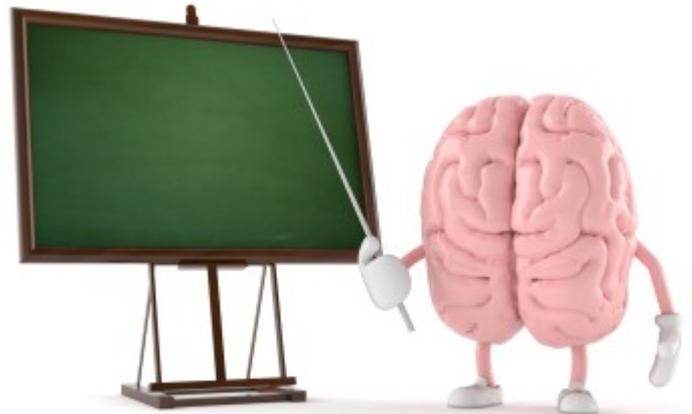
1. **Resell rights products simplify the process** by allowing us to sell products as our own without having to create them from scratch or share profits by promoting them as an affiliate! It's a massive time saver and will get the ball rolling early on in the stage. You can create your own products at a later date.
2. **Review the product first before buying a license to re-sell it** - If you're not convinced by the product, it's unlikely that your visitors will be either. It's worth coughing up extra for a quality resell rights product because the time spent 'fixing' a poorly put together product is time you could be promoting and collecting sales!
3. **Stick with the license** – don't ruin your reputation early on by selling Master Resell Rights to a product when you can only sell end user rights! Don't under-value your product by reducing the price in the hope of getting more sales. These are all short term gains which will make it harder for you to make money in the future.

4. **Remember the 4 ingredients for a successful reseller campaign** –  
traffic > squeeze page > quality mailing list > resell rights product.
  
5. **Send traffic to our squeeze page first** – it is easier and smarter to ‘store’ traffic and promote multiple products to them over a span of time than it is to try and force a sale on first contact! (Refer back to the traffic methods for techniques!)
  
6. **Let your auto-responder do the relationship building and promoting!** Focus on delivering real value to your subscriber first. Help them achieve a result and prove to them that you can help! You can also schedule free content to be delivered on a weekly basis, and promotional emails offered on a bi-weekly basis. Keep your subscribers happy and they'll look after you in the long run.
  
7. **Continuously feed traffic to your squeeze page** - The more sign-ups you receive, and the more people that are on your list, the more emails that get sent to your subscribers, the more people will get to know you and the more exposure you bring to your products which effectively determines the number of sales you'll make.

# My FINAL Words Of Wisdom...

## **LEARN all the basic skills**

that you need to know in order to get yourself set up online! Do you need to learn to upload?... then learn it! Do you need to learn to edit a HTML sales page?... then learn it!... Do you need to learn how to create a PayPal button?... then learn it! There's no excuse for NOT knowing how to do something especially when a simply Google search will provide you with all the answers.



## **Get REAL!** Get it out of your

head that just because it's 'online' that it's suppose to be easier to make money. This is utter non-sense. In fact, when I tell others that I make money online they immediate think 'scam' or that I don't do any real work. This is the mentality of poor minded people - I've even had to re-phrase my title to 'website designer'. Not everyone can dedicate themselves or have the discipline to make a living online – they are better off working a normal job.

**STOP messing around!** If you really want to make this work for you – get rid of that TV, unplug that phone, turn off your mobile, and dedicate a room just for yourself where you can shut the door and concentrate. Distractions (including people) will stop you from progressing and it'll just take you longer before you get anything real achieved.

**Take ACTION every day!** and have a plan on what you need to do.

Use Google calendar to start planning what you should be doing every day. Do you need to put up your first squeeze page? Do you need to watch training videos? Do you need to buy hosting or a domain or server scripts? Do you need to promote your site? Do you need to write an auto-responder series? Do you need to create a free report? Do you need to create an offer? Do you need to create graphics for your site? There's never a day that goes by where I don't have anything to do. Even if you take baby steps you're eventually going to accomplish something much bigger!

**Become emotionally detached!** That's right - if something didn't go to plan don't quit. If you didn't earn as much as you wanted to with a promotion, don't get emotionally involved. If you get a refund on something you worked hard on, don't take it personally. If other's tell you that you're wasting your time online, smile and continue with your business. There's only one person to rely on in this world and that's YOU! So get to work and start making money!

**We're Not Finished!**

**Make Sure You Claim Your FREE 2min  
Complimentary Video Unearthing More  
Truth Behind Resell Rights Products!**

**Click Here For Instant Access**

# A Bit About The Author...



Hi my name is Aaron Danker. I'm just a simple guy with an ambition. I've always believed that there is more to this world than just going to school, getting an education, getting a job, working nearly every do of your life, getting married, having kids and growing old, worried and in debt. That's not living – that's just existing.

For me, being able to do what you want, where you want and with whom you want is the definition of wealth. You can have a great income, but if you're tied down to a boss telling you what to do or where to go, then you're restrained. You can have all the freedom in the world, but if you have no money, how you going to go anywhere or get what you want? The internet definitely opens up the gates for this so since it's here why not use it?

Thanks again for taking the time to read this report and I congratulate you for making it down here to the bottom! If I've helped you see the possibilities of making money online, then please feel to check out **[PlatinumResellRights](#)** so you can start selling your own product today!

*To Your Success!*  
*Aaron Danker*  
*a.k.a. ExpCapMarketer*

P.S. If you found this report useful and think it will help a friend, family member or colleague then please feel free to pass on a copy! There is more than enough room for everyone start their own online business and success is open to you.

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Information