

“Resale Rights Primer”

“Getting The Mindset of a Five-Figure Info-Product Reseller!”

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You Have FULL Master Resell Rights To This Product.

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“First Things First, Getting The Right Mindset”

My first question for you is... Are you programmed for online SUCCESS?
You'd need to answer that before you can succeed with this business.

Often that not, when you tend to start your own business your mind plays tricks on you, there is always a nagging voice saying, “no way, it can't work for me.”

Never ever listen!

You think it's impossible? Well it's not.

If it has worked for me over and over again, then I believe this can also work for you. But of course I can't make any guarantees for you. I can't promise you can make money at all, it always depends on how you apply this information.

You can make five to six figures in a year or even lose money. It will also depend on how creative you are and the effort you're willing to make.

But just to let you know, you can start with this business with:

- No capital
- No credit card
- No mailing list
- No joint-venture partners
- No previous business experience
- No technical knowledge with computers

I've seen others including me make up to five figures from just one resale rights product, when others are having a hard time selling the **same** product :-)

“Requirement For Resale Rights Profits”

1. Time and Effort

Once you know how much you want to make, then you will only affirm what you have been physically doing, setting time, spending time at your computer, and all the headaches, frustrations and joys of each successive steps that come along with it.

2. Your Commitment

Designate the number of hours where you will continue to focus on your online business. Once you got your millionaire mindset, making time for your online business will not be as hard as you think.

3. Set Your Goal

With proper mindset, your goals will broaden, now, once you have set your goal, write it in a paper and stick it at your headboard or at your bedroom door.

Put it where you will always see it and where it would always remind you that that is what your future is going to be like. And one thing more, **believe it** with all your heart and soul. Just like I told you, **never listen** to what your negative mind tells you, it will bring you down.

4. Be Surrounded By Creative and Successful People

It will stimulate your thinking, and it also charges your own creative batteries. Observe how their mind works and you will be a step away from your goal. This could mean finding a marketing friend who can hold you accountable with your online goals every week.

5. Now, Go For IT

After you read this report and you know how to start your journey into the millionaires world, NEVER and I say NEVER hesitate to start.

When you have the doubts for it then you're not yet ready, start again with the first step, change your mindset, **re-program** your inner thoughts. If you start right then you will end right.

Is your mindset in the right track already? **Lets get started...**

“Essential Resources to Get Started”

Before you get started you need to know where to start and where to get essential tools and resources that you will need.

Are you with me? Ok then let me clear it out to you. There are some steps you should follow before you could start your online business or create your own website. Now let me enumerate these steps to you.

Don't worry, it wouldn't cost you a fortune. You can start with as little as \$20-\$300 depending on your strategy with your own business.

Another point I would like to make, is never be afraid to **invest** money for your resale rights business. I said “invest” and **not** spend your money with every product that is launched on the market. You must learn how to spot a **quality** one that will help you generate lots of moolah quickly :-)

Step 1 – Get a Quality Resale Rights Product

First and foremost you should have a product to sell, without something to sell then you can't even start a business.

You could get these products in different ways:

1.) Type in the topic you have in mind that you want to sell at google.com. Then pick one in the thousand results that showed. Or...

2.) Or you can go to these sites:

- www.yoursitehere.com
- ADD MORE here...

These are few of the website that sell resale rights products, but they are the ones that are tried and tested by many internet marketers already. Visit these sites and choose where you would want to be a member of.

These websites also offer free membership, so it won't cut so much into your budget. But you should know how to buy a quality product, because not all resale rights products produce a massive income flow. It also depends on the quality of the product you sell (I will tell you how in a later part.)

Step 2 – Select a Domain Name

There are some keys you need to remember in selecting your domain name. (For some who still don't know what a domain name is, it is the internet address your customers will visit when they purchase your product, for example www.YourWebsite.com.)

1. If you could, choose a .com domain name. It would be easier for your prospective buyer to visit a .com than other domain names because it is still on the lead, most widely used.
2. Make it easy to remember. Keep it short, don't make it too flashy and avoid numeric substitution.
3. It should match the title of what you are selling. It would be easy for your customers to remember where to visit you if your book tells them where.

Here are some of the sites you could visit to register your domain name.

- www.NameCheap.com – charges \$9.29 per year
- www.GoDaddy.com –a very popular domain site, charges \$9.99 per year

You also have the choice to find other sites to register your domain name, just type “domain name” at the search engines and it will give you results.

Now just to clear some confusion, these sites don't give me anything in return by recommending them to you. I just want you to have quality options to get you started. Because a good start is always the best option.

Step 3 – Get a Website Hosting Account

A quick tip: never give in to the temptation of “free website hosting” because they are not worth it. You could try these sites and see if you want to let them host your website.

- www.BlueHost.com
- www.Hostgator.com
- www.Dreamhost.com

Step 4 – Way To Process Customer Orders

This is where your profits will come in. These sites will be handling the payment your customers will give. I use them all for my sites.

- www.Paypal.com
- www.Clickbank.com
- www.2Checkout.com

Step 5 – Get People to your Website to buy the Product

Now, you are ready for your first online business. Start marketing your resale rights products and you will be stunned by the results if you do it the right way.

Getting traffic to your website will be discussed at the later part of this ebook.

“The Info Product Advantage”

What is with Infoproducts that makes them so interesting? It is now considered as the hottest thing in the Internet in terms of business ventures.

Well, if you're into fashion then we could compare it to Dolce and Gabbana, Louie Vuitton, Versace, Christian Dior, Chanel and many more.

If you're into cars, then let me say it may be like the Ferrari Enzo, Pagani Zonda. Koenigsegg CCX, Porsche Carrera, etc.

It's so much of a rough comparison you may say.

But think about this, THAT is what you can AFFORD if you follow my steps, and put in your HARDWORK, COMMITMENT, EFFORT, PATIENCE, and CREATIVITY.

I am not saying that you can afford it just after a few sales because that is way so expensive. So, don't take this against me, I'm just saying that in the long run, following my steps enclosed in this report will bring you a whole lot of cash to your bank account that you haven't even imagined.

Now let's begin with the basics...

Why Bother Selling An Infoproduct? – It's a Goldmine

Again! It's a goldmine. It's true. I've proven it myself and I'm going to tell it to you over and over again. But you just need to know how to do it the right way. (Well, I'm going to discuss it to you later on.)

Maybe you're still a little confused, I understand, that's the way I started.

That's why I'm here, to take you all the way through it.

Well, what the heck is Infoproduct anyway???

INFOPRODUCT. It is a short term used for Information Product, by the word itself it means to give information. It is a product that has a main objective of informing people based on what they need or what they want to know.

That is where YOU’LL gonna come in and ANSWER their BIG question, “what would this product DO for me?”

“Kinds of InfoProducts:”

- **Ebooks**
- Special Reports
- **Articles**
- Manuals and Workbooks
- **Audio Files**
- Video Files
- **Teleclasses**
- Subscription-based Websites
- **Newsletters**
- Software

“Benefits of Selling Info-Products”

You Could Work in the Comfort of Your Home

All you need is a computer, an internet connection and you’re up and running towards your big future. It’s that quick.

In Your Own Time

Pick any time of the day to work on your internet business. Your choice. 2 hours a day. 3 hours a day. 4 hours a day. You decide.

Prestige, Wealth, Future Prosperity

That is the 3 benefits that go hand in hand when you sell resell rights. Sounds good doesn’t it?

Well, I can prove that it can happen to you!

Yes, you can choose to become prestigious, wealthy and prosperous for the rest of your life with resale rights business or even just make few thousand dollars every month with it.

But that's if you get the right strategy and system revealed on this report.

Info-Products vs. Resale Rights Products

Resale Rights Products are Info-Products with advantages.

Info products and resale rights products can be very much alike in terms of content of the ebook, article, audio, etc. Their difference lies in the terms and conditions, which answers your question as a reseller, “what can you do with it?”. Unlike Info Products in which you only purchase for your own benefit, to learn and to be educated, resale rights are more of a business opportunity.

Still caught up in the “what is that?” question?

Ok then, let's discuss it further.

What is Resale Rights?

Resale rights allow you to resell the product. These products are created by other people in which you will purchase and market in the internet. You will obtain the resale rights when you purchase a product.

Sound easy? Well it is, but there is a lot more you can do to upgrade it and sell it to a much higher price or to create more sales, we'll discuss it on a later part.

Resale Rights Kinds and Mediums

Basic Resale Rights

With basic resale rights it allows you to resell the book and keep the profit. The main restriction here is that you cannot pass the resale rights to your customers which means only you have the right to resell it.

Your customers will be the end user who will use the product personally. Typically you cannot edit or brand with this type of right.

Master Resell Rights

Master resale rights take the basic right one step further. With master resale right your customers could sell it to other customers, usually your buyers are internet marketers as well.

With this right you are definitely going to raise your resell rights profit because you will be able to charge a higher rate, but you will also buy them at a much higher price than with basic resale rights.

This is also a little more flexible as far as what you can do with them, you still can't change anything with it, but you can put them up at your own sales page and set your own price unless there is a provision that you cannot sell it above a certain price.

Private Label Rights

Private Label Rights or PLR is considered to be the holy grail of all resale rights. When you purchase a product with PLR you are then free to make any changes you want, you can edit it, change the title, change the look, insert your ads, etc.

You could even put your own name into it, you will be the author of your “pre-owned” book. You can sell it with basic or master resale rights, you can chop it into different articles to give as freebies to your customers, or you can sell it as it is just for profit.

Royalty Rights

Unlike basic, master and private label rights where you could keep the 100% profit, under royalty rights, sellers would have to pay a percentage to the author or owner of the product for every book they sell. These are mainly associated with physical products.

Give Away Rights

Give away rights means that you can give away the product to anyone for free but no resale or editing could be done. Usually these products with give away rights are articles from article sites. At first glance it may seem that there is not much with it as an internet entrepreneur, but think again, this would be very good as an incentive for e-mail list building.

Source Code Rights

This right is predominantly associated with software, and allow you to alter the source code that comes with the product so that you can customize the software to suit your own needs, or to iron out any bugs before selling it to the market.

That’s basically the summary of the most common types of resale rights available, but you should always remember that every product is different and will come with different rights, so always read the license agreement.

Resale Rights, A Good Business Model

It’s Fast Cash

Unlike working in a company, from 9am to 5pm, doing the hard stuffs, and yet seems like its still not enough to get through life or just to create savings for the future, resale rights get you through all your money problems with just easy clicks combined with good attitudes, positive mindset, and determination.

You Can Be Your Own Boss

You don’t have to be so conscious on how you do something just to impress your boss, because with resale rights, you are THE BOSS.

You Dictate Your Hours of Work

Since you are the boss then you decide what hours would work for you, do you want to work at day time or at night time? 2 hours or more? Decide how much you want to make then adjust your time to achieve it. Of course, more money means more work.

Less Expenses

You don’t have to pay for the bus, or for your petrol, you just stay where you are and earn money from it. And starting online business is just within your financial reach. And once you’ve started with it, money will never be a problem again.

Work In Your Pajamas

Just after you woke up you could just go to your computer and work, even with your pajamas. Well, who cares?? You are the boss anyways.

Spend More Time With Your Family

Since you dictate the number of hours you work then you could have more time with your family. They are just even there while you are working. Ah, that’s so sweet..!

Expand your “local” market to include the entire world

Imagine this, you are selling your books or articles to the whole world, isn’t that amazing? You’re an international businessman already! Oh, don’t get too carried away.

How to Get Up and Running Quickly

We are just starting, there are still a lot more things to learn. This part I will tell you everything you need to know to get started. So don’t miss a thing because once you do, everything will just come down all together.

Don’t BLINK.

Understand carefully what I will try to say.

Because this will help you get into the streams of riches.

Here we go...

How to Buy Quality Resale Rights That Will Sell Like Crazy

Before launching into internet business you should have something to sell first, that is where buying ebooks come into picture. It really is hardwork finding a quality ebook to sell. So here are some of the factors you should consider when buying ebooks to ensure that you will sell like crazy.

The Books Age

How long has it been on the market? Watch out for hot new ebooks, be always on the look out, you should be one of the first to buy that and sell it ASAP online. Because it may be hot and new but after a week or so and you’re still not getting a hand of it then kiss the ebook goodbye. Look for something else because there will be stiff competition already unless you will do a way to be unique, which I will discuss on a later part.

Limited Edition

Make sure that there is a low limit as to how many resale rights are to be sold. You do not want to buy something that is gonna be sold a thousand times. The smaller the limit the greater its profitability. But the smaller the limit the higher the price of the resale rights license. As the 80/20 applies, it means that out of 100% that will buy, only 20% of it are going to do something with it. This means that you will enjoy longer maturity profits of the product.

Marketing Package

Is a comprehensive resale rights materials supplied? (sales letter, autoresponder series, product banners, images, sample ppc ads, ezine ads). Its an advantage if the products comes with the resell material, you'll save plenty of time.

Credibility of the Author

The resale rights product must be produced by an established author. Promoting a product with a well known author would definitely be easier than someone who isn't, right?

Resale Price

They must have suggested minimum resale price, coz if they don't have, your competition could be giving it away for free. How then can you sell it for lets say \$100 if they're giving it away as incentive? It would not be good for your business if you intend to sell it.

Number of Pages

How big is the ebook? Sometimes buyers want to get information in a “fast but complete” way. And offering them a 200 page ebook to teach them how to fish for example wont help.

Marketability

What is it about? Who is its target audience? Will your existing visitors or subscribers be interested in it? If not, then chuck it into the recycle bin.

Uniqueness

Does the subject/title/presentation somehow have distinction? Would it be different to thousand of topics or solutions offered in the internet world?

PDF or EXE?

Is it pdf or exe? Most people prefer pdf.

Stand Alone Product

Is it an independent product? Can it stand on its own or does it have some part 1, 2, or 3 that needs to go with it? It should be a stand alone product because it will be hard on your part if its not.

1. It should not forbid to use an affiliate

It should not forbid you to use an affiliate because sometimes you may need help to promote your product.

2. Do a search

Always do a search about the ebook you are planning to buy. If you have so many competitions already it would not be a good idea to sell the same product.

Last but not the least,

3. Can it help your customers

You have your own credibility to establish, so make sure that whatever you offer to your subscribers/customer would benefit them.

You should always remember to satisfy your customers needs because if they know that your products are always helpful then they will keep coming back and may refer you to their friends or families.

What You Need To Know When Selling Resale Rights

There are certain things you need to know before you should start you online business. These are just bits of wisdom I’ve collected along the way.

Now, hear what I’ve got to say...

How much does it cost to start an online business?

It's an everyday question that internet marketers usually get from starters. And it's a question that doesn't have a definite answer.

Because how much it really cost to start an online business varies greatly from person to person. There is really no standard cost for creating a business online, which makes it impossible for me or anyone else to tell you exactly how much you are going to pay.

So, in order to help you in this area I will just going to give you a rough estimate on how much it will cost. But please do not just rely on my rough estimate because as I've said it is just a rough estimate.

It will totally depend on you. You can get started with \$20 up to \$1,000. The more money you spend for outsourcing other tasks like website development design and traffic generation. The less time you have to spend creating everything by yourself. Not to mention the learning time you have to take before selling your first profitable resale rights product.

Creating a Website

Every online business has a website, without it, it is not an online business at all because it has nothing to start with. You have to create your own website where you can put your products for selling.

Creating a website isn't as easy as you think it is, especially if you want a highly customized, with a professional look. If you're not a web designer, you may consider hiring someone to build the website for you.

This can cost you somewhere between \$95 - \$1000 depending on how customized you want it to be. You may also consider hiring a college student who doesn't expect to be paid as much money, but the quality will also be at stake. Well you'll never know.

Another recommendation is to start your own blog. It's much easier. Can be setup within 10 minutes on your hosting's control panel.

Site Maintenance

Websites aren't free, once you have one designed for you, you'll then have to purchase your domain name and hosting.

Domain names ranges from \$6 - \$14 per year, while hosting can be from \$2.99 – 24.99 per month. This may seem quite an amount of money, but if your online is doing well then it will pay for itself.

Resale Rights Products

Now since you will be selling resale rights, we will add its costs into our rough estimate. While resell products tend to be really profitable, they also require an up front investment between \$20-\$2000 for ebooks, and \$10-\$100 for special reports and articles.

So you see, the cost you will have to pay depends on how much you want it to be. But also bear in mind that “it takes money to make money” (although not always), once you don’t invest and never begin with anything then you are better with what you are now. Continue to go to your office and do what your boss tells you. Unless you start with something you’ll achieve nothing.

Creating Online Business Quickly

To quickly create an online business, it requires locating low-cost, existing resources that can supply you the following:

1. A continuous relevant content
2. Professional pre-written sales page
3. Up to date and fresh marketable products
4. And of course, it should cater to your targeted niches

So many things to consider you say? Worry not, you can achieve this all together by joining a good resale rights membership site.

I’ve mentioned this sites in the ***Essential Resources To get Started***. Check out these sites and pick where you think you fit.

Surefire Ways to Profit from Resale Rights

There are different ways on how you can profit from resale rights, I will teach you how to do each one and then you will be the one to decide which one you think will work for you. Goodluck choosing!

- **Buy a resale rights product and resell them “as is” to your costumers.**

This is one way of gaining money from resale rights and is the easiest way too.

- **Buy a number of resale right products with related topics, combine them into one package, and sell them to your costumers.**

This is another way to generate more income from resale rights, you can sell them into a much higher price depending on the quantity and quality of the products. This is one way to create distinction from your competitors.

- **Buy a resale right product with private label rights, edit it, to reflect your need and the need of your list, change its title and its cover, and you have a new product to sell in your name.**

This could really generate lots of money to your bank account because since you edit it your own way then it will be a unique product. Your sales will then be up to how you market it.

- **Buy a resale right product with private label right, edit it, to reflect your need and the need of your list, change its title and its cover, then sell its edited version. Sell it as a PLR product itself.**
- **Buy a resale right product with private label right, edit it, then sell master resale rights or resale rights with it.**
- **Buy a resale right product and divide into articles in which you can use as an incentive or bonus to your products.**

Using resale rights products as an incentive would bring your profit margin higher, you could also use it as a free gift to lure them to join your mailing list which in the long run, it would be easy for you to sell your next resale rights products to them – your potential buyers.

- **Buy resale rights products and use it as bonus to your products.**

A lot more sales are made because of bonuses, sometimes people buy products just so they can just have the bonus.

- **Buy a resale rights product with private lable rights, specifically an ebook, divide its content into reports then give people an option of just purchasing the info they want.**

- **Buy a resale rights product, charge people a cheap price to read half of your ebook, and if they like it, they can pay the full price to read the other half.**
- **Buy a resale rights ebook with private label rights, divide it into online newsletter issues. You could charge a reoccurring monthly subscription for people to view each issue.**

Have you decided yet? While you are deciding what path to take, let me take you step by step into the reality of your riches.

Step by Step Guide To Sell Multiple Resale Rights Every Month

Are you ready to take your financial situation to the next level? Let me guide you all through out these steps to making streams of profits rushing to your bank account. Remember, don't MISS anything. "A SMALL MISS COULD LEAD TO A BIG MISTAKE."

1st Step: Creating Traffic

Once you got your website, and your products are on it too, and your order processor is working properly then you are ready to create traffic to your website. Creating traffic is one of the most important things you should do.

Put it at the top ten lists in your must. Website without traffic is like a business shop in a desert that even birds don't visit. You don't want that to happen, do you? So listen very carefully to what I have to say here because this is very important.

To create traffic, you should do at least one of the following:

- **Buy quality PLR articles**, accumulate more or less 50 of it, make sure that it somehow relates to the product you are selling. Edit it with your name, and don't forget to put a resource box below your articles with a 4 to 5 line advertisement of your product that links to your website. Post this articles to your site and submit your pages to top search engines like Yahoo, Google and MSN.
- Buy quality PLR articles, edit it, put a resource box that connects to your website then **submit it to article sites** like the ones I enumerated on the first few pages.

- Buy a **quality special report** that you could give as an incentive to your subscribers once they subscribe to you.
- **Give free resell and distribution rights** to your product and allow them to pass it on to their friends and relatives
- **Allow them to post your articles to their site** or publish it to their newsletters or ezines. Don't forget to tell them to keep your resource box intact.
- **Offer freebies** related to your product, it could be free consulting, free ebook update or free ezine.
- Show your prospects a **sample page of your ebook**, or an excerpt from it. Leave some of the important info, for these are your distinction amongst many other, you don't want to spill the beans when you still don't get their attention.
- Give your potential costumers **discount coupons** on other products when they purchase your ebook. It could be your other products or other affiliates.
- When you are selling your product you could create a **"recommend 3, yours free" ebook**. With this kind of selling procedure much more people could visit your website, get a hold of your ebook, and read your ads.
- Type keywords into search engines related to your website, **contact the first twenty related website** and ask them if they would like your ebook that they could give away with their own ad placed inside it. (You should market it to them using your highest potential because they could really help you a lot.)

Now, don't forget to put your own ad inside, because if you do, giving away your ebook would be for no reason at all. You have two choices with this, you could put your promotional ad inside it or have them link to your webpage to give it away. Of course on your website they should see your other products. It's a win/win situation, both sides gain from each other.

2nd Step: Be Creative

One of the reasons why other internet marketers succeed online is because they use their mind to create something new out of something old. They put

“uniqueness” in something that is redundant, they create a new face amongst the same crowd, and most of all they never fail to shout it out and make it stand out among the internet world.

Can you do that?

Now, hear me! OFCOURSE YOU CAN!

You don’t need a degree to know what to do, just let your brain flow. Yes you heard me right, let your brain flow, I didn’t say let your mind flow because you might say, “well you don’t have a mind”, but now you definitely cannot say that you don’t have a brain, because you do. You don’t want me to start talking scientifically just to prove that to you, do you?

Since you have a brain, you changed your mindset, and you already said yes you can do it, then DO IT. Just tweak it here, and twist it there a little bit, and change something there, then “poooffff”, you got your new product, something with a bit of “you” inside it.

3rd Step: Earn Your Subscribers Trust

All through out this report I always say that you should buy or look out for quality ebook or quality product, I didn’t say that just to let you create more sales because it’s a good product but also because your subscribers loyalty and trust to you is also very important.

Your CREDIBILITY is one of the things that will determine how long you will stay on this business. So don’t give your subscribers something that is crap! I tell you they will come rushing out you’re subscription list.

One thing that you should do is use the product first, if you have tried the ebook personally then you could be the witness of how useful it can be. Once they’ve tried and tested your products and proved it to be of best quality then you’re name, website and products will just come rushing out from their mouth. It will be like a virus that just spread out so please be careful in picking what you’ll be selling.

Quick Tip: Even your bonuses and incentive articles should be of good quality too. Everything in your product should be with quality, it should be a package of quality products.

4th Step: Welcome Your Competitors

Seems like an absurd idea right? But the world keeps turning and you'll never know when it's your time to be at the top, which means your competitor could be your biggest customer.

We are near the end of this report and I hope you are actually learning from me. I added some tips that could help you as you start to discover the vast field of this business.

Little-Known Tips to Resale Rights Riches

Entering the internet business world and indulging into something you have no idea about is too risky, and yet so rewarding if you walk your way through out of it alive and earning. Now I've collected some tips you could use on your way to your five figure fortune.

What Not To Do:

- **Do Not Assume To Much**

Different products holds different rights, sometimes it's a combination of the different rights I enumerated to you. There is no way to tell exactly what rights you have without reading the specific license agreement for that product. Some products don't come with explicit info on what rights you have, so be careful not to assume too much!

- **Don't Stop Promoting Your Site**

One of the biggest mistake of internet marketers is that when they thought they made a lot of money, and made quite a big name in the industry they just let go of the hook, they stop advertising their sites and products. **WARNING: DO NOT COPY THEM.** The world is changing fast, especially on the internet world, your subscribers/customers now may not be your customers tomorrow, you'll never know. So don't be too sure of what you've achieved now coz if you SNOOZE, you LOOSE.

- **Do Not Breach The Terms And Conditions**

Terms and conditions are made to protect you and the other buyers as well, since you are still starting and still carving your name, do not make any attempt

to ruin it. Breaching the terms and conditions in your license agreement would make your name... mmm... let me get the right word... DIRTY. This just means that you cannot be trusted when following the simple rules seems to be impossible with you. Your chances on making it up to the top? Probably, nothing.

- **Do Not Fail To Clearly Enumerate The Terms And Conditions In The License Agreement**

As I've said, terms and conditions are very important for you and your buyers. It also makes them more secure and know their limits. So, clearly enumerate what you want or what you do not want to be done with your product. It would mean less work for you as well, because if you do not enumerate it clearly, lots and lots of messages will come rushing your inbox asking what they can do with your product or maybe clearing something out. And it is not an exaggeration, there are lots of them out there. So better be clear, because you cannot just leave their messages and not answer them, that would be really bad in your part.

- **Do Not Give Up!**

Never stop doing something even though you think its not working anymore, there are still a lot of things you can do about it because there are a lot more opportunity for this than you think. Remember to keep a right mindset, and you will overcome whatever that comes in your way.

How To Use The Resale Rights The Right Way

There are different ways to use the resale rights people just always create something new about it. But if you don't know how to do it right its like using a spoon for rowing a boat. It wont take you anywhere. Now ill point you to the right direction, follow it and it will sure be a lot of fun retiring early with riches in your hands.

- **Quality is FAR Better Than Quantity**

It doesn't matter how thick the ebook you are selling if it is full of nonsense there is no way anyone would buy it. It is far better than the price, or any extras/incentives that you may offer. Make sure you give your customers the highest quality, because if you were on their shoes you will also say, "you deserve the best".

- **Be Familiar With Errors**

When you buy PLR products, there is a high possibility that there are some errors in it. Be thorough in proofreading and editing it because it should fit the customers perfectly.

- **Keep 70% of Your Time Advertising**

Advertising is very important and one of the hardworks on the internet too. Give a lot more time to it because your marketability lies on how you market it.

- **Edit Your PLR Ebook**

Editing it would create its own authenticity, though not truly but atleast. If you are not good at writing, hire rewriters, you could look for someone that offer lower price but good quality. It's like renting an extra brain.

- **Recycle The Content**

When you buy articles you're not limited to just placing them to your website or as an incentive to built your list etc. Compile them to create an ebook, an ecourse, or use them as a newsletter. Think outside the box to generate more profits from it.

- **Timing Is Everything**

If they make the product out of the market before you do, the result may be that you could get lesser customers than if you are the first few of them. So keep up, and watch out, coz if you time it right, you'll bag the price!

- **Free Resale Rights**

It may sound like the wrong way to do it but believe me it works! It might be worth what you paid for it. You could offer free resale rights to lets say first 100 customers. But you don't have to do it to every product you sell, if you're just starting, it's best to do it with some of your products.

Before you start your online business let me ask you something (this would be my last question, don't worry), do you really and truly have a desire to be wealthy with all your heart and soul or is it just words that sound good, a dream that is feels good to imagine? Desire is not just a wish or a hope, it is the desire and passion to obtain the money, plan to get it and actions to create reality with it.