

# Resell Rights 101 - by Aurelius Tjin

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(You have *giveaway rights* to this report)

Here's a question I'm often asked.

Question: What the heck are resell rights, reprint rights, master resell rights, master reprint rights, master rights and private label rights?

Most people get confused about the different "rights" they get with information products.

That's what I'll be teaching you in this mini newsletter.

I'll also reveal strategies and ways to market these types of products. So even if you know what "resell rights" is and have a ton of these collecting e-dust (when it should be making dollars), I'll show you how to make the most out of them.

## RESELL RIGHTS

Basically with resell rights (or reprint rights, same thing) you have the rights to resell the product but CANNOT pass the same rights to the buyer.

The buyer will only be granted "personal use" rights.

Selling resell rights products is a great way to add an extra source of income to your line because only people who actually have the rights can resell it, making it unique in a way.

TIPS on how to make the most out of "Resell Rights" products:

1. Add it as a "Fast Action Bonus" to one of your current or future products.
2. Create your own "Massive Package" and include it within the package.
3. Use it to "upsell" the customer, just like how you go to the movies and they ask if you'd like to upsize the popcorn for a dollar extra.
4. Use it as a bonus incentive when people join your newsletter - this will give them more reason to optin.
5. Add it to your "ebook store" to add more streams of cash.

6. Use it as a "backend" product - this will help you increase the amount of money you make on top of the main product and upsell. Make sure your backend product is related to the main product.
7. Cross-promote the resell rights product with another product - You can sell other related products at the point of sale to increase the sale. You can give a discount if they do buy both products.
8. Write short, yet meaty, articles and submit them to article directories so in turn, people of interest will click on your resource box (where you have the link to the product).
9. Do ezine ad swaps with other newsletter owners to promote your resell rights product.
10. Pay for fast and quality traffic - Use Google Adwords to get targeted traffic to your site.

## **MASTER RESELL RIGHTS**

Master resell rights or master reprint rights grants you rights to pass on either the resell rights or master resell rights to the next person.

Master resell rights is the most common type of rights you'll find nowadays simply because of the flexibility of passing the same rights.

TIPS on how to make the most out of "Master Resell Rights" products:

(Everything listed for "resell rights", plus...)

1. Upsell your customer so they can get the "master resell rights" to the product, instead of just resell rights.
2. Add it to your membership site (if any) to add more value.

## PRIVATE LABEL RIGHTS

Private label rights (or PLR) is my favorite! I get really excited when I here the words, and I'll tell you why...

You have full-control, sometimes unrestricted rights to do whatever you want with the content/product, whether it is an ebook or a software program. You can do anything you want except claim copyright to the product unless you've made changes to it substantially.

You're able to pass the private label rights too (in many cases), grant master resell rights or resell rights to the customer.

Let me illustrate this further.

Picture a t-shirt manufacturer. They sell plain white shirts in bulk with no brand or labels to company A and company B. Company A sells the shirt for \$10. Company B sells it for \$49.95. Why? Because company B stamps the shirts with their logo and is perceived as a better brand in the market than company A. They're both the same shirts, 100% cotton, but they have full control over what they can do with the t-shirts.

TIPS on how to make the most out of "Master Resell Rights" products:

(Everything listed for "resell rights" and "master resell rights", plus...)

1. Use the PLR content to create your own "viral ebook" and give the end user master resell rights. This will give you a whole lot of branding for you and your business. You won't see instant results; it'll slowly build up just like popcorn as they'll pass it along.
2. Extract content to create articles.
3. Extract portions of a full ebook to create a "lite" version just like a "demo" version. If the reader decides that he/she likes it, they'll buy the full product.
4. Extract parts of the content to create your very own 5-7 day eCourse to teach your readers and at the same time make offers.
5. Retitle, rebrand and completely change the look of the PLR product to make it unique.
6. Post content to your blog.

7. Use it for Podcasting content.
8. Use it for Video presentations.
9. Use it for ideas for your next teleseminar.

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Now that I've explained the difference, benefits and how to market these types of products, I challenge you to take action with this information if you haven't already done so. How can you apply these same strategies to your marketing?

I've made available for you some high quality products to get you started with the "resell rights" business.

I've created a new report entitled "Resell Rights Most Asked Questions Finally Answered!" and because I know you're a loyal subscriber of my newsletter, I'm going to give you a special today.

It is priced at \$19.97 but you can get it for just \$1.97. That's \$18 bucks off! PLUS, you get "Master Resell Rights" to this great product too. There's no catches or gimmicks. I'm not going to "upsell" and there's no "One time offer". You get everything:

- PDF Report product
- Salesletter - just add your name and order link
- "Thank you" page so your customers can download straight from the page
- Professional eCover graphics
- Master Resell Rights
- + Brander tool so you can put your name and website
- on the title page!

You can check it out here:

⇒ <http://www.aureliustjin.com/resell-rights-answered.htm>  
Your coupon: **YHKD88QG**  
(enter it on the order form, not salespage)

So why am I doing this for you?

Simply because I want ALL my subscribers to educate themselves about "resell rights" and take advantage of it because even in the next 10 years, resell rights will still be alive.

And the \$1.97 price? I could've given it to you for free but what I'm trying to do is filter out all those "free loaders" and only allow those who have a dedication to actually take action.

Now, if you already know what all the "resell rights" rants are about then check out a few "mega resell rights" packages I've put together for you:

"Mega Pack" - crazy seller:

<http://www.aureliustjin.com/megaoffer>

"Marketing Arsenal" package - 40 Hand-picked products:

<http://www.aureliustjin.com/marketingarsenal>

So really, I've made something for everyone, not just certain subscribers.

With all that being said, please remember to read the rights and terms & conditions of the resell rights product(s) you receive. This way, you respect the owner (if any) and everyone plays it safe to avoid any legal issues.

Whatever your case or scenario is, I believe you and everyone, no matter what niche or market you're in, should tap into the "resell rights" industry. Adding another business or source of income is a great way to leverage the amount of effort you put into your business to generate income.

Anyway, I hope you had a great start to 2007. Make it BIG and a BLAST! I know I will so stick with me.

*To your UNSTOPPABLE success,*

Aurelius Tjin

<http://www.UnstoppableInternetMarketing.com>

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P.S. - Feel free to share this report with your subscribers and contacts.