

E-Book Reseller Riches

**How to Exponentially Increase Your Web Profits with
Resell Rights!**

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Chapter 1: Introduction

Dear Enthusiastic Resell Rights Marketer,

There are massive profits to be made on the Internet. Most of them revolve around the million dollar industry of selling information products in the form of E-books.

The reason why we have decided to release another book is to share our combined expertise in the resell rights arena and how we can help **YOU** to create runaway autopilot riches without chalking out a single word of your own in terms of product creation.

Before we jump-in, we must outline our reselling strategy with care. The journey of a thousand miles begins with the first step – so we must make sure we begin our first step in the right direction. Remember, our goal is financial freedom – achieving autopilot, recurring income long after you stop marketing.



When you are selling your books online, always remember that due to the nature of price fixing, resellers can legally 'break' terms and conditions by selling a product much cheaper than the original price. There is nothing we can do to stop this sort of undercutting but rather, we can capitalize on it (more on this in the next few chapters).

Always remember, you must adopt the mentality of abundance when it comes to being a reseller. Try to go as high ticket as possible instead of undercutting other resellers. The reason why the majority of resellers sell low is because they have the *scarcity* mentality. They are so poor at marketing that the only way to make money selling products online is to go as low as possible.

This is a very absurd strategy because the whole purpose of running a business is to buy low and sell high! These resellers buy high and sell low instead.

When your books are priced too low, it is counter-productive because it degrades the perceived value of your E-books. Your customers will think that the product is worthless because of the way you are pricing your products.

Besides you might have to work 3 times or even 100 times harder for the same effort (an E-book is worth \$97 and you sell at \$0.97, you will have to work 100 times as hard to make the same amount of profit).

Chapter 2: Four Ways to Maximize Profits

Upfront Sales

You sell your book for a one-time profit.

Depending on the type of book you are selling, you can make a big upfront sale or for a small profit but you can capitalize on the back-end. Some people even giveaway their E-books for free because they want their book to go viral hoping to make big money on the back-end.

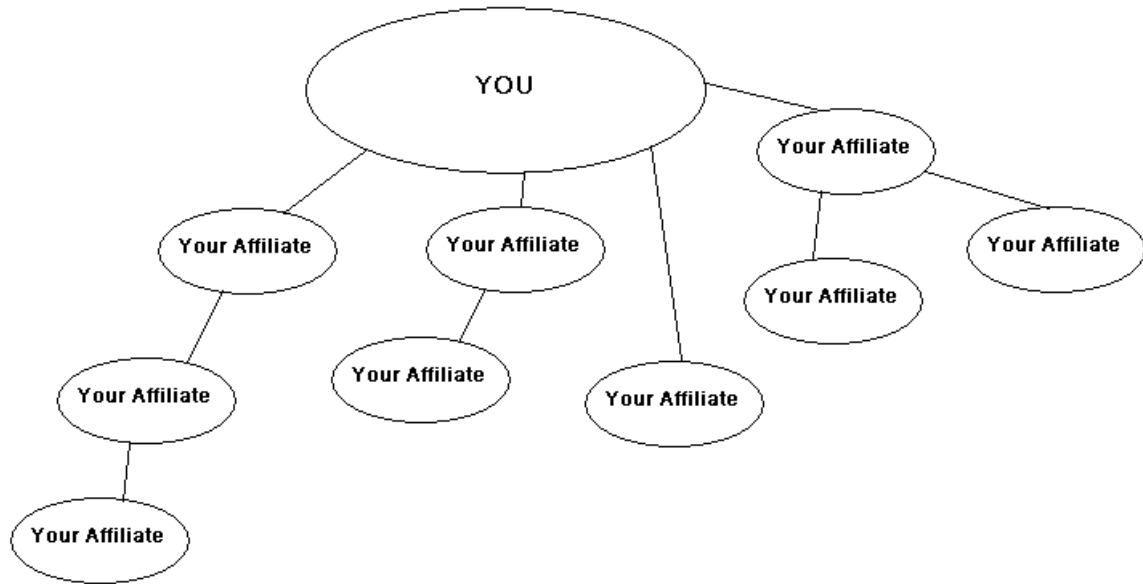
There are even instances of people paying affiliate commissions that are so exorbitant that they are even losing money for every sale that they make (your affiliate sells your book – you make \$50 but you pay out \$60 to the affiliate). They employ this strategy when the customers are highly targeted and they are making tons of money on back-end sales!

Back-end Sales

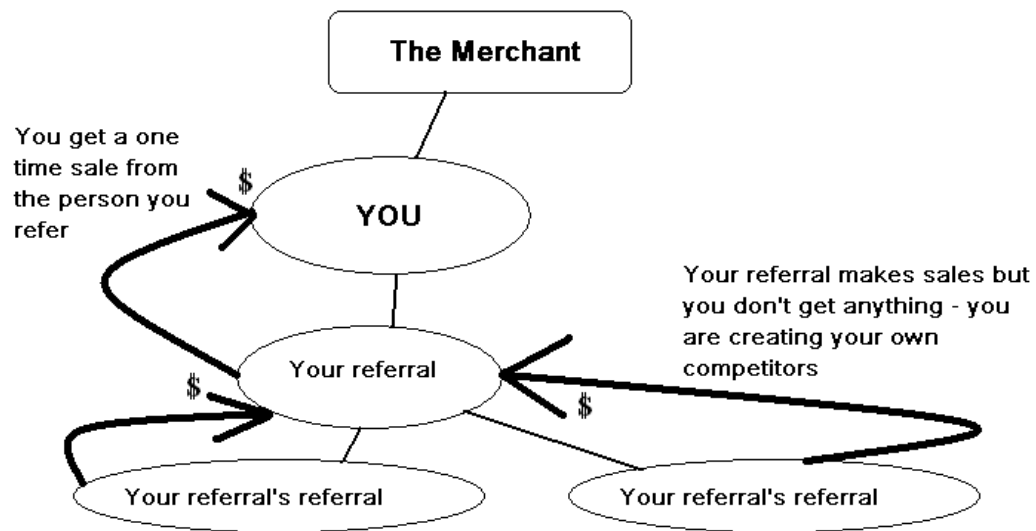
You add your affiliate links to your book.

There are many ways to make money from back-end sales.

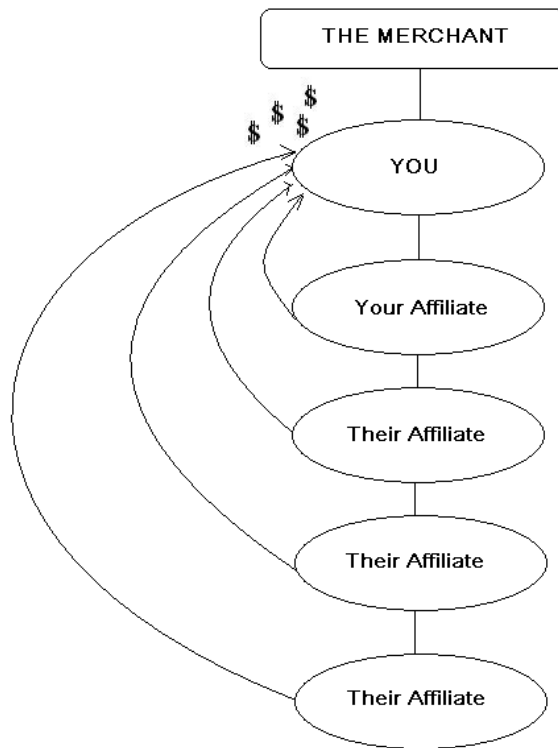
You are a merchant and you set up your own affiliate program for the back-end product that you are selling



- You are an affiliate and you are promoting an affiliate program that pays only one-tier (see the diagram below). You make sales only when you refer a sale **directly** but not *their* direct sales. This type of selling doesn't guarantee long-term income as other affiliates essentially become your competitors.



- You are an affiliate and you are promoting an affiliate program that pays **MORE THAN one-tier** (see the diagram below). This could be known as a multi-level affiliate program. Even a **two-tier** affiliate program is considered multi-level.



So whenever your resellers resell your E-book, you would want them to keep all the profits to themselves because you can leverage on their marketing efforts. Remember that the big money is in the back-end so when your E-book goes viral, your resellers are putting money in your pocket.

Re-branding Fees

You can charge some resellers a re-branding fee or offer them re-branding free of charge to give them an incentive to promote your product.

If you are a merchant and your product offers a program, you must consider this as a marketing strategy because you want your products to go as viral as possible. You can even re-brand the author's name and let your affiliates promote your product as their very own product.

Selling Resell Rights

You can choose to sell the resell rights to your product separately or to enhance the perceived value of your E-book. Resell Rights, if sold separately from the product, it can cost up 2-5 times the normal price of a product.

Chapter 3: What Type of Resell Rights to Offer?

You have 2 markets to target when you sell your E-books or information products.

- **Consumers** – people who buy your product for **PERSONAL USE**
- **Resellers** – people who buy your product to **sell them off for a profit**

People who do not pay much consideration to these two markets will make or break their businesses. You don't just slap resell rights on your product just because you want to increase the perceived value of your E-books (you might actually lose more profits because you spawn more and more of your own competitors).

Beware that resellers can even sell your product for as low as \$1.97 or \$0.97 because of the nature of price fixing in the United States. Since you can't really stop resellers from going low, you might as well capitalize on their marketing efforts through back end sales.

When you sell your E-book, you must decide carefully what type of resell rights you are offering for your E-book depending on the niche you are targeting:

There are two types of Resell Rights, which are: **Basic** and **Master**.

- **Basic Resell Rights.** You have the right to resell the product to your customers but your customers **DO NOT** have the rights to resell to others. In other words your customers will buy the product more for **PERSONAL USE**.
- **Master Resell Rights.** You have the right to resell the product as well as pass resell rights to your customers (whether they are basic or master rights).

Here are some techniques on how to identify what type of resell rights to give to your products (or no resell rights at all).

Give basic resell rights when you have a hot, in-demand product where the information is cutting edge and more tailored for personal use but you want to reach out to a larger market and you want to protect your product from price cutting.

Advantages:

- Make profits up-front by selling the book for a high price on the front end
- Make profits by selling basic resell rights to resellers
- Protect the perceived value of your products by giving basic resell rights **ONLY** to trusted and well-known resellers (who know how to market without price cutting)
- Make other profits from back-end sales.

Give master resell rights when you have a product that you want it to go as viral as possible irregardless of the price cutting of other resellers. **WARNING** – only give master resell rights when you have a strong back end in place or else you will be wasting your content!

Advantages:

- Make some upfront profits but focus more on the back-end
- Create a viral marketing effect spreading your E-book and your name all over the Internet (especially through undercutting resellers)
- Offer re-branding rights for your product to keep on spreading your back-end.

Give giveaway rights when you have a small but viral E-book to pass around for free! You won't make any money from the front-end but you will make lots of money on the back-end because you are encouraging people to giveaway the product for free.

Advantages:

- Bring traffic to your back-end

- Give other resellers an option to add your product as a bonus to the products they are selling. This will help them increase the perceived value of their products and spread your book and affiliate links to their mailing lists
- Offer free re-branding rights to further enhance the viral marketing effect.

Chapter 4: Executing Your Reselling Strategies

Here are a few things that you must pay attention to when crafting out your master plan for reselling world domination:

Always Cater to a Hungry Niche Market

People always forget these two important points when targeting a niche market – **product demand and the ability to pay for it**

You don't want to target a market where people are only looking for freebies. They want your product but are not willing to pay for it.

Creating your Product

You must have good writing skill (obviously). However, if you really want to maximize your profits, you must learn to place your advertisements and recommendations strategically.

If you know how to sell without making the reader 'feel like he is being sold to' then you will be able to capitalize on your back-end.

How to Price Your Product

As we have mentioned before, we must never price our product too low and never too high. Here are a few criteria to price your product:

- Number of pages
- Quality of content
- Your 'name' in your area of expertise
- Offering in terms of a package deal (e.g. 4 books bundled together for a resell rights package)
- The number of bonuses you are offering along with the main product
- Whether you are giving basic resell rights or master resell rights

What are Your Other Profit Centers?

It would be rather pointless if you are selling your E-book with Resell Rights if your product does not have any affiliate links. It would be even better if you join an affiliate program that pays at least 2-tiers.

However, you can also choose to sell your E-book together with its Resell Rights or separately, which would obviously cost your reseller more if he is to acquire the Resell Rights to your product.

Here is how you can identify which affiliate programs to choose:

- **Open or closed affiliate programs** – some affiliate programs do not require any purchase of the product to become an affiliate while the other type requires you to purchase the product before you can participate as an affiliate. In other words, it is called a pay-to-play program.

The advantage of a pay-to-play affiliate program is that anyone who wants to become an affiliate will have to pay to buy the product first. In other words, this means money in your pocket (especially if the program pays more than one tier)

On the other hand, a free-to-join affiliate program would attract a lot of people to promote, but this would only work well if **YOU** are the merchant.

- **Is it closely related to the product and the niche market you are targeting?**

The more closely related the back-end or affiliate program, the higher the chances of you acquiring a sale in the process.

- **What kind of payment processors do they accept?**

The more options you provide for your affiliates, the easier it is for people to sign up for the program or to buy the product.

How to Get Your Resellers Started as Quickly as Possible

Not everyone is cut out for writing even if their command of English is powerful enough. They probably need to take twice as long to create a product if they are not familiar with the niche. It is very important to create a product that will eliminate as much work for your resellers as possible.

People like the idea of getting something for nothing anyway so this would appeal to them.

Here are lists of tools you will need to equip your resellers to get them started as fast as possible:

- A domain name related to the niche or the product
- Web hosting

- A payment processor
- Pictures for advertising
- A sales letter

Your goal is to give the resellers all the tools they will need so they won't have any excuse not to promote your product. People can be lazy at times so our goal is to give them a ready all in one package to get started with.

How and Where to Market Your Product for Upfront Sales?

This falls pretty much under Internet Marketing, but I will show you some of the most effective methods that I – and other Top Internet Marketers – use to market our own product or service that you can follow, too. It makes sense to follow what is already working rather than trying to reinvent a wheel. (What other shapes does a wheel come in besides round?)

How to get resellers to market for you willingly and aggressively?

The Internet marketplace is flooded with tons of Resell Rights E-books. Why should resellers choose to resell YOUR E-book over others?

Call it USP (Unique Selling Position) if you want to, but you must give resellers very good reasons to market your product willingly and aggressively (and not to mention, fully motivated, too). Not to worry about this as I will show you how you can achieve this as well.

Where and how to get your own residual income opportunity built into your E-book?

You can either create your own membership site or service or join an existing program yourself, which you can confidently recommend in your E-book. The program:

Has residual income opportunity – 2-tier affiliate program, MLM, or matrix.

Your Checklist

Make a checklist and be sure to have ALL of the following components you will need to get started. Here is a list of things you need and their estimated cost.

| | <u>Estimated Cost</u> |
|--|----------------------------|
| 1 PDF Converter Your Product with Reseller Materials Pack You will need to first write your E-book in .doc format and later convert it into .pdf format using a PDF Converter program. This is important because it protects your file | Digital – (variable/free) |
| 2 A Domain Name Your Internet address (e.g. http://www.yourdomain.com) must be relevant to the nature of your business or your product. | \$8.10 per year |
| 3 Web Hosting You need web space where you store your files and documents such as web pages, scripts and images. | Free \$5.99 per month |
| 4 Auto Responder A follow-up system that can automatically follow-up with your prospects after they leave your web page. Most of the time, people don't buy on first contact. Therefore, having an auto responder is essential for your Internet | Free \$ 19.95 per month |

Business.

- | | | |
|---|---|------------------------------|
| 5 | Credit Card Payment Processor Enables your customer to pay you through a secure server. | Free Paid – \$29 - \$50 |
| 6 | Affiliate Program (optional) You will need this if you are going to leverage your selling efforts on a selective group of powerful Joint Venture partners. You can choose between open affiliate programs and closed affiliate programs | Free Paid – \$29 - \$50 |
| 7 | A Monthly Recurring Program A membership site, suite or service you either own or an associate of. | Variable (depending on cost) |
| 8 | Other Software and Tools Adobe PDF Converter Microsoft Word FTP Program HTML Editor Professional Paint Program | |

Recommended Resource:

You can get all of your Resell Rights Business necessities such as domain name, web hosting, auto responder, PDF converter, file upload manager, web site builder, sales letter generator, pop-up generator, and more at [SOLOBIS](#) for a low monthly fee.

This way, you can save money from purchasing tools ala carte and time and effort sourcing for them. You are not required to have any experience in programming and designing either to access this suite.

Chapter 5: Other Reseller Strategies

Writing Articles

If you are good at writing articles, these are very good income generating (as well as traffic generating) strategies.

Write articles having to do with the product you are selling. In your articles, you give free and useful information to people who are searching for it.

Writing articles is a good way to build your credibility and prove your worth. This can result in driving targeted prospects to your sales letter through your web site link in your resource box.

You can submit your articles to article directories such as articlemarker.com, E-zinearticles.com, goarticles.com or articlecity.com.

Viral Marketing

Viral marketing is one of the fastest methods of getting lists without doing any additional 'work'.

You can create a free report or E-book for viral marketing purposes and circulate it in your network. In the report or E-book, you provide free, useful information on a subject having to do with the product you are selling.

You let your recipient know that he or she can use your free report to give away to their network as a bonus to the purchase of their own products or an incentive for their prospects to subscribe to his or her E-zine.

Your report will maintain your details as the author, including your web site address. As long as your report contains very useful information and you encourage people to give it away to their friends, some of them will do this along with your details within.

Some of your readers will in turn visit your web site. You will be able to get more and more prospects to your own web site without any extra work other than giving your report away for free from your own web site!

This will in turn, lead targeted prospects to your sales letter thus increasing your chances of making sales.

Paid E-zine Advertising

You can buy advertisement space in E-zines related to your product. You write a compelling advertisement to grab the E-zine subscriber's attention to visit your sales letter.

Not that there are good and bad investments in paid E-zine advertising out there. Therefore, doing your homework is important. Here are a few important questions you should ask potential E-zine publishers whom you consider buying advertising space from:

- What is the nature of the E-zine?
- What kind of prospects subscribe to your E-zine?
- How responsive are the prospects?

- Are they willing to pay for information? How much?
- How many subscribers are there in your E-zine?

You must also be sure that your advertisements are compelling and so is your sales letter. It would not work even if your advertisements are displayed when they do not attract your prospect's attention or when they read your sales letter and it is not persuasive enough to get your prospect to buy from you.

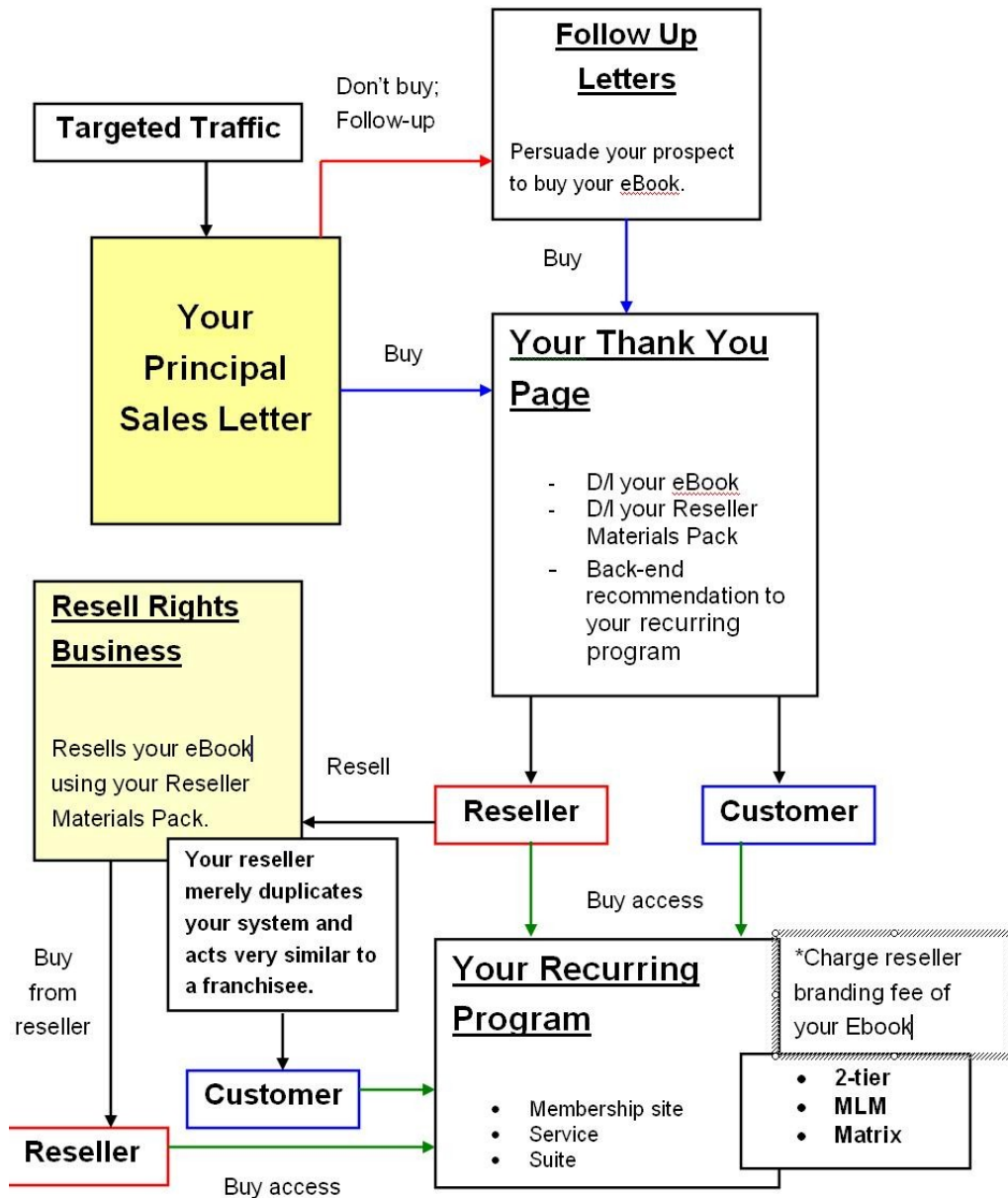
Blogging

Blog, a short name for web log, serves very much similar as an Online Diary. Blogging is an easy and effective way to provide it while expanding your customer base without sweat and getting targeted traffic funneled into your Resell Rights Business.

The good thing is that just about anyone can create a blog, no programming or HTML knowledge is required! You just need something to write about! You (and even the news posters you recruit) can make entries / posts to your blog any time you want.

Setting up a blog is really a no-brainer. I recommend getting an account [Blogger](#) as it is free and easy to use.

Chapter 6: Summary



Chapter 7: Getting Started At Lightning Speed

A Wealth of Resources



Part of the struggles as an Internet marketer is to try and get started as quickly as possible. You need to find for yourself a wealth of raw material to get started as quickly as possible.

Here are some advantages of having a lot of e-books, software, website templates, web hosting and autoresponders as part of your promotion:

- **You can start your own membership site:** [Unselfish Marketer](#) is a membership site which will give you **MUCH MORE** than enough resources to get started immediately. It is like adding a ton of bullets for your gun.
- **You can add on a ton of bonuses** to the products you plan to sell or are already selling. Adding bonuses increases the perceived value of your products. Imagine, adding a ton of relevant e-books to build your e-book empire.

- **Educate Yourself TODAY!** If you are new to Internet marketing, you must not hesitate to learn from top Internet marketers.

You don't need to be a writer to be able to produce your own products. You can purchase products with Master Resell Rights and sell them off - keeping 100% of the profits to yourself (unlike affiliate marketing, where you get 50% and have to wait 15-30 days for the money to arrive).

Once you grab your [Unselfish Marketer](#) Membership you will have access to more than \$30,000 worth of products and the membership adds FRESH products every second day.

BONUS!



Photo Organizer

"A Quick And Easy Way To Organize Your Photos"

A great tool if you own a digital camera - to help organize photos for websites or personal use

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"Add Script Features Inside Your Web Pages"

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