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# **Aggressive Reseller Success Mindset**

## **Getting a Great Buy Rate**

As any successful reseller will tell you, it is not enough to have a great product or service you can private brand and market. You also want to maximize your profit on each and every unit that is sold. One of the ways you can make sure you are

getting the most out of every sale is to start out with an aggressive buy rate from your provider.

When you look around for goods and services that you can market on the Internet as well as other means, you will quickly see that there are a number of different ways that a reseller can structure an agreement with a supplier.

One of the models has to do with the supplier setting the retail price and the reseller getting a percentage off each sale. While this is a workable system, it by no means provides the reseller with any room to be very creative.

Entering into a reseller agreement with a buy rate, however, allows you to be much more creative than the fixed price with a commission model could ever manage. Let's use long distance as an example. You are able to get obtain a rate of \$0.01 per minute from your provider.

In short order, you pick up ten residential clients, providing them all with a rate of \$0.05 per minute. During the course of the first month, your ten clients generate a total of ten thousand long distance minutes. The cost for that traffic is \$100.00. Your profit after the buy rate is settled comes to \$400.00.

Using the same scenario, your provider gave you a fixed price of \$0.04 per minute, with a ten- percent commission on all sales. Those same ten clients that netted you \$400.00 under the buy rate program would only bring you a commission of \$40.00. Which do you prefer?

Buy rates not only give you room to control your revenue stream; they also give you room to be competitive with pricing as well as the quality of the good or service you are reselling. Check into the potential of having a buy rate with your suppliers today.

## Defining Your Web Presence

So you want to market your private branded reseller goods and services online? Good for you! There is a lot of money to be made using the power of the Internet. One of the first things you will need to do is create a web site that will promote your offerings with great efficiency, while still being very accessible to the market sectors that you are targeting for business.

One common mistake that far too many online entrepreneurs make is creating a front page for the web site that is so loaded down with text, graphics, and animation that it actually discourages people from taking a look at what you have to offer. Keep in mind that people are busy and have short attention spans. You only have a few seconds to grab their attention and keep it.

If your site requires a ton of bandwidth to fully load or if it appears that the viewer is going to have to wade through a lot of stuff in order to find what he or she is looking for, you will lose your chance. Keep it attractive and make it enticing, but don't forget that a dose of simplicity will only help you.

In addition to making your home page inviting and easily scanned, you want to make each of the pages that deal with your offerings informative, but not too wordy.

You need to present enough detail that the customer knows what you have and how it can benefit him or her, but there is no need for a dissertation on the history and inner workings of the service or good you are selling.

Application ideas are always a great draw. Focus your applications on the target audience you are cultivating, but toss in one or two broader applications as well.

You never know when a prospect may be looking not only for business, but also for a civic club or religious organization as well. Make the applications clear, concise and free from any jargon or buzzwords that might confuse the prospect.

Remember that your web site may be the first impression a prospective client has of you and your company. Make that first impression one that will keep them coming back, not running in the opposite direction.

## **Effective Sales Copy**

For the online entrepreneur, grabbing the attention of a prospect in the first few words of your sales copy is imperative. It doesn't matter whether you are talking about content on your web site, the text of your promotional emails, or promotional ads you have enabled as pop-ups around the Internet.

Failure to interest a prospect quickly means you may never get a second chance. That is why your sales copy must be bright, insightful, and enticing all at one time.

Coming up with really great sales copy is something you can do in one of two ways. Your first option is to write the sales copy yourself. One of the advantages of doing the job yourself is that you know your product line, what it can do, and how it can make life a lot easier for a great many people.

As such, you can easily demonstrate why your company is the right place to pick up these wonderful offerings.

Of course, the fact may be that you have zero writing skills. Under those circumstances, your best bet is to move on to your second option: hire a professional to compose your sales copy for you.

A professional writer with an eye to creating sales and marketing collateral will be able to sit down with you and quickly soak up enough about you, your company, and your product line to prepare effective copy for all sorts of uses.

Out of a core set of ideas, you can come up with text that can be used on your web site, electronic brochures, online ads and direct mail pieces.

Expect to pay decent money if you want a gifted writer for your sales copy. This is one expense that you do not want to skimp on the cost. If you do, you will find yourself better off struggling to compose your own copy.

## **Finding Leads**

While some businesses may be able to adopt a "build it and they will come" mentality, the fact of the matter is that will no work for you and your Internet reseller business. Before you will have any customers, you need to get your name out in front of people. That means mining for sales leads. Here are some suggestions on where to find those leads.

The cheapest leads in terms of finances will be doing the research yourself. Fortunately, there are plenty of professional associations that have member listings that you can access with little or not trouble. As an example, assume you have decided to target attorney firms as an ideal candidate for the good or service you are reselling.

Every state has an association of attorneys. They are usually referred to as bar associations. Most of them have internal search engines that will allow you to find all the contact information you could want to do cold calls, one time opt out email announcements, or direct mail pieces.

While it would take some time to compile the listing to use for mailings, chances are you would come out with some very high level clients in a short period of time.

If you really do not want to do the research yourself, then you can turn to customized lead listings that are for sale. One caveat of the customized lead list. No doubt at some point in the past every contact on the listing had been qualified.

However, you will find a number of the leads that are out of date. Also, keep in mind that the lead list you purchase is also being offered to others as well. Still, it is a quick way to obtain a downloadable listing and move quickly with promoting you and your business.

You may even be able to turn those out of date contacts into opportunities to speak with and sell a new contact.

As you grow your business, one of your most valuable assets will be the recommendation of satisfied clients. Don't ever hesitate to ask your customers for referrals, and permission to mention their names when making that first contact. This can open doors for you instantly that otherwise might take a lot of effort on your part.

Be proactive in getting your company name and products in front of people as quickly as possible and you will soon see your business taking off.

## **Learn the Lingo**

If you are serious about making money as a reseller online, then you will need to learn exactly what is meant by some of the common terms used in the reseller environment. Here are a few quick definitions to help you get started.

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As a reseller, you want to engage in the business of reselling a good or service that is actually supplied by another entity. In short, you want to secure what is referred to as resell rights. Resell rights apply to physical products, services, and to digital products such as software and E-Books.

Typically with physical products and services, you will be the conduit whereby the supplier fills orders that you have sold and provides you with a commission of some kind. These products and services may be private branded or not, depending on the terms of the resell rights you have arranged with the supplier.

In the case of digital products, chances are you have secured them for one time fee and are free to replicate them as you sell copies. With the digital products, there is no interaction with the supplier and the cash flow is directly to you.

There are several types of reseller rights. Basic reseller rights allows you to contract with a customer for the delivery of a good or service, but the customer does not have the right to in turn sell the product or service to a third party. The right to sell the product or service remains with you.

Master resell rights allows you to sell goods and services to customers, and in turn to make arrangements with them to resell goods and services directly to their own customers.

You may choose to include this with a package when your customer bulk orders goods, or it can be purchased separately by someone who wants to go through you in order to set up their own resell business.

Private label rights also come into play. Some resellers prefer to market a good or service under their own unique name rather than the manufacturer name. This is a time-honored situation that happens in all areas of business, from telecommunications to the cereals you buy in the supermarket.

Private labeling simply means that your supplier will allow you to market the good or service under a brand name of your choice, instead of having to market the goods under the original name.

There are a number of other terms, abbreviations, and catch phrases that you will encounter as you enter the world of reselling, including some that are unique to the type of good or service you are providing.

Whenever you hear an unfamiliar term, make it a point to find out what it means. The more you know, the faster you will move along in your goals to succeed.

# **Aggressive Resell Rights Strategies & Tactics**

## **Aggressively Selling a Resell Rights Product**

So you have recently acquired the master resell rights for what you believe will be the next big seller in the E-Book market but you have no idea how to get started.

Sure, there are tons of different websites that you can turn to in an attempt to quickly teach yourself the basics of aggressive resell rights marketing, but all of

those websites require that you need to pay them a fee up front in order to get their information.

And who is to say how credible their techniques are in the first place. After all, who wants to pay fifty to two hundred bucks just to learn a few tricks of the trade?

If you want to maximize the profits from your newly purchased resell rights product, then you need to listen up and listen well, because this is one of the hottest tips out there for people in your position.

The first step you should take is to do a little of your own research to see what your competition is like. Go out, visit websites that are selling similar E-Books like the one in your possession and see how much they are charging for it. You can learn a heck of a lot by simply seeing what the competition is doing that you may not have thought of.

Once you know what the selling field is like, you should start to modify the product to suit your needs and make it stand out in the crowd. Since you may not have any private label rights that allow you to change the content of the E-Book, you should instead work on modifying the branding or the packaging of the E-Book that you plan to resell.

Even if you just make a few seemingly insignificant changes to the way you brand the E-Book, chances are that those changes will make a significant positive impact on how many people will spend money on your product.

Make the brand catchy, include some mind blowing copy, and be sure to supplement your website with some graphics that will take a customer's breath away.

## **Break Apart Your Resell Rights E-Books for Maximum Profits**

Whenever anyone buys an E-Book's master resell rights, it seems that they all instantly forget exactly what they can do with those rights and what they are prohibited from doing.

This is why it is paramount that you do some research of your own to see exactly what kind of rights you purchased for yourself when you bought those E-Books resell rights.

Too often would be marketers think that all they can do is simply sell the E-Book as a whole in its original form – but generally this is not the case.

In order to maximize the profits that you can take from purchasing an E-Book's resell rights, you need to be totally aware of what you can and cannot do with the E-Book in your possession.

As discussed in an earlier article, one of the best things you can do to increase sales of an E-Book is to rebrand it into something that is much more attractive to prospective buyers – but that is just the tip of the iceberg.

Another great tip if you want to make as much profit as you possibly can from an E-Book that you bought resell rights to is to break that E-Book up into smaller parts. Chances are that if you buy an E-Book's resell rights, that E-Book will have several chapters.

In order to enhance your profit making potential, you can make each of those chapters into their own smaller, more focused E-Book that people will be clamoring to purchase from you. Once you have sold your customers the first

mini-E-Book that you created, be sure to hype the rest of the mini-E-Books and you will be rolling in cash in no time.

Alternatively, you can break apart an E-Book's resell rights even further and turn chapters, well written paragraphs or other important sections of the E-Books that you own into articles which you can sell for very cheap rates or even give away to increase interest in the E-Book that you are selling.

By offering tiny textual products for a low price that is not likely to scare anyone away, you can increase the profits of your E-Book tremendously over time.

## **Entice Customers with Freebies to Maximize Resell Rights Profits**

Attracting customers to purchase items from your website all comes down to one task – offering the customers a product that they want at a price that they are willing to pay.

Often this seemingly simple task can quickly turn into a daunting conundrum as you try to decide exactly what it is that you need to do in order to sweeten the deal for your customers and still turn enough of a profit to live comfortably.

However, the answer to your burning question of how to sell as much as you possibly can and still make enough money to survive comes down to one simple proposition – offer your customers something free.

Customers love to feel like they are getting something for nothing – which is why free items work so well. While it may go against your business model to offer something for free, it is a great way to build interest in other products that you

might be selling so that you can make more money than you would have otherwise.

There are a couple of different ways that you can take advantage of owning master resell rights to E-Books or other electronic items in order to sell them for nothing. The first way is to bundle a couple of free items with a better, more expensive item.

For example, say that you have acquired the resell rights to a splendid E-Book on photography. You also have a couple of lesser E-Books that are on similar, complementary subjects.

Instead of trying to sell all three, you should bundle the lesser E-Books with the higher quality E-Book and say that the complementary E-Books are free gifts. The bundles will be flying out of your server in no time.

Alternatively you can use free E-Books to generate interest in a more expensive E-Book that you hold the resell rights to. Have a link on your site to allow potential clients to download lesser E-Books or small excerpts of an expensive E-Book for free and watch as people return to purchase the expensive E-Book in droves.

Getting free publicity for an expensive E-Book that you own the resell rights to is an excellent way to maximize your profits.

## **Follow up Sales (and Denials) to Make Your Customers Happy and Increase Your Profits**

Establishing a good rapport with your customers should be one of your primary goals if you want to succeed by aggressively reselling E-Books and other forms of digital documents.

While you should obviously make yourself a comprehensive mailing list to inform your customers of upcoming products and other items that you may sell on your site, there are other things that you can do if you want to make sure that your customers are getting a positive experience which will prompt them to come back for more of your products.

One of the best ways to make sure that your customers are happy and willing to purchase more products from your aggressive resell rights marketing strategy is to follow up each and every sale with a thank you letter. The letter should be finely crafted and give your clients a good reason to value you as a seller.

Do not use the letter to try and talk your customers into anything else at this point – just let them enjoy their product for now. But be sure to send a follow up letter a few days later so that your customers will be sure that your website is the place for them to get all of the digital information that they need.

Now, if you find that someone has visited your website and signed up for your mailing list – but did not buy the E-Book that you had the resell rights to, you need to take a different plan of action if you want to maximize your profits.

Send these people a “personalized” letter asking them why they chose not to buy your E-Book and, based on their response, see if you can do anything to rectify the situation and turn them into customers.

Also, be sure to keep even people who did not buy your products informed about all upcoming products as well. You never know what E-Book that you may have the resell rights will be what they are willing to pay for.

## **Create a Network of Sites to Engage in a Massively Aggressive Resell Rights Marketing Campaign**

Even though having one website to house all of the E-Books that you own the resell rights to is a good start and easy to maintain, there are a number of reasons why you need to branch out into more than one site if you truly want to maximize your profits.

For starters, one website is much harder for a person to find. Imagine you are a customer and you are looking for E-Books on beauty or skin care. You will immediately be drawn to more established websites that are selling just that one product because it makes it look as though that one product was crafted with love and care because it is (on the surface anyway) all that the website offers.

If you want to take advantage of making your E-Books stand out amongst the sea of competitors, you need to work hard at getting all of your websites set up. That's right, all of your websites. Not just one, not just two – but a website for each and every one of your E-Books that you own the resell rights to.

But don't just stop there – you should also create at least one website that offers lesser E-Books in bundles for people who value quantity over quality. And, no network of sites would be complete without another site specifically set up for reselling the resell rights on E-Books that are no longer of any value to you.

Once you have created your massive network of aggressive resell rights marketing websites, you should be sure to link them all together so people can better navigate from one website to another.

This linking also serves another purpose – it helps search engines realize that your sites are some of the best out there (because of backlinks), and will help you boost your positions on sites like Google and Yahoo!

Although it is a lot of work to set up this many websites, the payoff will be well worth it, as more and more people are willing to spend their money on an E-Book that look as though it has an entire website devoted to it and it alone.

## **Resell Strategies - Accentuate Client Care and Superior Service Delivery**

The one thing you do not want to do as part of your business model is get into a price war as part of the way you compete with other companies. All too often all this strategy does is drive down the price so no one is making much of a profit.

Instead of focusing on price, beef up your client care abilities and make sure you provide service delivery that truly makes you memorable. Here are some examples of things you can do to demonstrate these traits to potential and returning clients.

Even if your main source of communication with your prospects and existing clientele is via your web site and email responses to queries, try to make every interaction as personalized as possible. Note that personalized does not mean to be too familiar or personal with your customer.

However, you will shine when you use the client's proper name and when you directly address the content of the query. Far too many organizations whip out form replies that seem to get as close as possible to answering any question posed by the contact, but never quite manages to speak directly to the issues.

Avoid canned replies and make sure each interaction indicates that a real live human being read the query and is responding to it personally.

As far as your web site goes, make it easy for prospects and customers to reach you. Have a page that can be used to enter contact information and a field for questions and comments.

Promise the contact that they will have a response in a reasonable amount of time, perhaps twenty-four hours, and then make sure they get one within that time frame.

Even if the matter is going to take longer than that to resolve, provide a status to your customer within that time frame, so he or she knows you are continuing to work on the matter and will do so until it is resolved.

Also, make sure you are clear on how quickly orders will be filled. A client will appreciate knowing it can take five days to get a product shipped if that is the case much more so than being led to think the product will be shipped within twenty four hours and then finds out that it will really be three days from now.

Quality service delivery means being honest about what the customer can expect.

The basic rule of thumb with service delivery and customer care is to be honest, be personable but professional, and never attempt to mislead the customer. When you do this, you will help create one of your best marketing tools - the recommendation of a satisfied customer.

## **Resell Strategies - Know Your Strengths**

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When it comes to resell strategies, one of the most basic of tasks is to identify the areas where your company is strong and make sure your target audience knows exactly what those strengths are and how it will make you more attractive than your competition.

A good way to identify your strengths is to sit down and make a list of what you perceive as strength in your current organization. As an example, what is the average amount of time that passes between the placing of an order and the order being filled?

If you find that your orders are being filled within a few hours, or at least within twenty-four hours of placement, you can definitely consider that a strength. Do you have a high retention rate of customers? If so, that is strength to trumpet to the world. The fact that customers stay with you will tell a prospect a lot about the way you do business.

You may find it difficult at first to identify a specific example of every strength that you perceive as being present in your company model. If you have a vague feeling about a potential strength, you may be able to in fact turn to some of your long time customers and ask them for examples of things they really like about your company.

In the process, you might even get some testimonials that you may use in your marketing materials to illustrate these strengths. Again, this will do nothing but make your company even more attractive to potential clients.

Once you have compiled a listing of at least seven positive traits about your company and product line, along with examples and/or testimonials, put together a page for your web site that showcases all these remarkable things that make your company what it is.

You can use the same text in targeted email and direct mail campaigns as well as online. By allowing your existing customers to participate in this process, you may find that you have strengths that you never realized mattered to your customers.

## **Resell Strategies - Using Blogs to Spread the Word**

When it comes to new and innovative ways to get the word out about your business, nothing works quite like a blog. On a daily or weekly basis, you can use the blog to spotlight different aspects of your products or services, talk about applications in various industries and provide some interesting how to tidbits that can help everyone see the merits of what you are selling.

Blogs tend to attract people who like to visit regularly and read interesting information, opinion pieces, and comments. As you come up with ideas for items of interest to discuss with your blog, you can also look for ways to weave your product line into the narrative.

You don't have to be overt in the way you do it. Shoot for a matter of fact approach that makes it seem natural to introduce something about your company and products into the flow of your remarks for the day.

These side references over time will attract the attention of people and make them curious to visit your main web site.

At other times, you may want to make your daily blog entry about some specific application of your products in a particular profession. These can serve as a way to get people thinking about how similar applications may be appropriate in their industry as well.

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Whenever you can get people to start thinking in terms of how your offerings relate back to them in their work environment, you have already opened the first door to making a sale.

General business tips on such matters as business etiquette can also draw some attention to your blog.

The implication is that if you have all this business savvy and can advise on various methods to employ in the areas of customer care, conducting meetings, handling sale pitches, etc. that there must be something of substance to your company. People will want to look at what you offer based on the positive opinion they have formed as a result of reading the blog.

Operating a blog does take some time and effort. But the end result of a positive reputation across a wide spectrum of business professionals, coupled with increased chances to win new clients, can make it all worth it. Check into setting up your own blog today.

## **Resell Strategies - Writing Promotional Articles**

As just about every business person knows, you can only get so far on price alone. When you allow your sales strategy to revolve around being the least expensive option on the block, you only end up having to work that much harder to make a profit. Instead of driving down the price, why not employ other methods to get the name of your company in front of potential clients?

One great way to introduce you to a market sector is to write articles that speak to that particular industry type and relate back to possible applications of your products or services within that industry.

As an example, let's assume you sell ribbon cartridges that are used in transcription devices. A natural fit for those cartridges is the legal industry, as court transcriptionists and also persons who do medical and legal transcriptions can use them.

This identifies two markets to go after, and both of them happen to have trade magazines and nation wide associations for persons engaged in those types of careers.

Because you know your product so well, you can easily put together a helpful hints style article for inclusion in each of these two industry magazines. Keep it around two to three hundred words, as editors often are looking for filler and that word count is ideal to finish out a page.

Of course you will include a hint two in each that refer back to the ribbon cartridges like the ones you carry. Make sure you can get a byline that includes your name, your company name, and the web site address for your company.

The interest that you will generate among targeted audience members will make your efforts well worth the time, and will allow you to introduce them to your product based on quality, not price.

As an added bonus, you will also have created a new publicity tool, as you can get permission to republish the tear sheet of your filler article and include it in your sale and marketing materials.

## **Resell Strategies - Advertise To Your Targeted Audience**

If you want to grow your business and not rely on price alone to get you there, it is a good idea to mount a direct campaign to a target audience. There are several ways you can carry this campaign to the type of clients you are seeking and do so very effectively.

Trade magazines are a great way to go for your target audience. This can be done with ads or if you can entice one of the staff writers into doing a piece on you and one of your products or services as they relate to that particular industry type, then you will be able to reach a lot of decision makers very quickly and easily.

Remember that whatever you include in the ad or the article needs to be related to everyday use in that industry or profession if you are to keep the interest that is generated by the fact you are in the magazine in the first place.

Newsletters may be an option as well, especially if you are going for non-profits organizations as your target audience. Follow the same strategy as with the trade magazines, and be on the lookout for one other way of getting your name in front of the customers you are seeking.

Many non-profits will hold conferences from time to time and need sponsors or guest speakers. Offer your services and you will have plenty of chances to speak with all sorts of people about what you and your company have to offer.

Direct mail campaigns have been around for some time and they do consistently yield some results.

Don't plan on a high percentage, but you will most likely garner enough new customers to justify the cost in a very short period of time. Make sure the direct mail piece calls attention to possible applications of your product or service, so what you have to offer immediately connects with the end users.

Targeting your audience and customizing your approach to that industry or profession will help you build a reputation that not only results in new customers, but also very loyal ones at that. Give it a try and notice how quickly you begin to shine.

# **Where to Get Top Resell Rights Products**

## **How to Get Top Quality Products by Joining Paid Membership Sites**

You will never be able to write enough original content in your entire lifetime to be able to rake in six or seven digit profits. It simply cannot be done. Nobody can type that fast. Nobody is able to do all of the research necessary to write E-Book after E-Book.

But you have heard of marketers who are able to turn those kinds of profits with “their own products” – so how do they do it? They take advantage of paid membership sites that allow them to download countless articles, E-Books and

other graphical and textual goodies. Then they turn those profits into gold by aggressively marketing them to the public.

If you want to be able to make it big in the internet marketing world, unless you create some stunning web application like Google, MySpace, or YouTube you need to learn to use paid membership sites that are full of top quality products to your advantage.

No matter what kind of content you prefer, there is a website out there that you should consider joining so that you too can maximize your profits without having to do countless hours of grueling work.

## **How to Get Top Quality Products from the Authors and Designers Themselves**

How many times have you stumbled upon an amazing package of private label articles or E-Books with master resell rights that you know could bring you amazing amounts of gross profits – but you quickly realize that those items were sold out long ago?

You missed an amazing opportunity to turn an incredible profit with almost no work on your part, and you vowed never to have something like that happen to you again.

So you sign up for as many feeds and mailing lists as you possibly can in hopes that you will have first access to all of the hot new resell rights products on the market before anyone else – but it turns out that you miss a great deal time and time again.

If you are sick and tired of always finding out about great products too late, then it is high time for you to find a new way of going about your business. You need to get in touch with the authors themselves.

While a lot of people will recommended that you should instead join a membership site in order to have access to a massive database of content, you will still only have access to new content at the same time as your competitors – which is not really the best way to do business.

However, by going to marketing conferences and actually meeting many of the famous resell rights authors that you have read works from in the past, you will be in a much better position to learn what kinds of products are going to be released soon – and when they will finally hit the market.

This can give you a fantastic edge over your competition, as you can have your own fresh marketing site all ready to go as soon as you have access to the hot new product.

Even if you cannot make it to marketing conferences to meet the authors in person, try to get in contact with them through email or over the phone. Writers and designers love to have admiring fans, and if you can convince them about how much you love their work, they will let you in on secrets about their upcoming releases in no time.

## **Scour Search Engines to Find Top Quality Products That Others May Have Missed**

If you want to really set yourself apart from the rest of the would be marketers trying to make their way in the world by reselling E-Books and private label articles that they found on various websites, you need to learn to branch out and take advantage of your researching skills.

Sure, you can make life easy for yourself and join all kinds of different paid membership website – and that is a great way to get started as a web marketer – but if you really want to kick your business into high gear (and high profits) you need to take advantage of the search engines.

Now, it can be quite difficult for people to master using a search engine because often we do not really know what to look for.

You can start by typing in Resell Rights or something of that nature, but all you will end up with is a list of hundreds of thousands of different websites all trying to make a buck off of you. Therefore you need to learn to be much more specific with your searches if you hope to get anything done.

You can keep using Resell Rights as your basic keyword. Heck, you should even put that phrase in quotations so that the search engine you are using will bundle those two words together – then add on some extra words to focus the results that you get. Want to deal in E-Books?

Make your keyword “Resell Rights” E-Books and see what you come up with. Are private label rights products more to your liking?

Add “private label” to your search string. Did you happen to read about a particular product that sounded interesting but you completely forgot what it was called?

Even something that has escaped your memory is easy to find as long as you remember the rough genre. Just add the genre and the type of product to your basic “Resell Rights” search string and you will find it in no time flat.

# Conclusion

## Resell Rights Tips and Tricks

Making it rich in the high stakes resell rights marketplace is extremely difficult to do and will require that you take advantage of all of the tips and tricks you can find as well as your innate ability to entice the public into purchasing your products.

After all, you have to keep in mind that oftentimes the resell rights market is saturated with all kinds of other people selling exactly the same product as you. You have to out-think and out-maneuver your competition – and if you want to be truly successful you will need all the help you can get.

Chances are that if you are at all remotely interested in entering the resell rights market, you have looked up a variety of different tips and tricks about how to become the best seller that you possibly can. Now that is a great place to start, but you have to expand on all of those ideas if you truly want to succeed in this cutthroat field.

Since you will be reselling other people's work, the first tip that you should keep in mind is that you need to keep an eye out for products with resell rights that other people may not know about yet.

Use search engines to find relatively unknown products and contact the authors or designers directly to see if they will give you a heads up about upcoming products so that you can be totally prepared when new items hit the marketplace.

If you are smart about this wealth of information, you can have a website all ready to go that has been specifically designed for a particular product before that product ever enters your hands.

Also, find a variety of resources for the content that you choose to sell. Join pay for membership websites so that you will have access to a massive amount of content at your fingertips.

Use this content to complement all of the major content that you are selling to sweeten the deal for potential customers. The more free stuff you throw in – the more profits you may end up making in the long run when your customers keep coming back for all kinds of products.

## **Competing in the Resell Rights Marketplace**

No matter what you do to try and set yourself apart from the rest of the resell rights products resellers in the market, you may find it hard to really keep the clients rolling in.

You always have to stay on top of your game if you are reselling products, as there are tens or hundreds of others who have the exact same products and are

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competing for the exact same customers. But, if you really want to maximize your profits in the resell world, you need to know how to take care of all who visit your site.

Make your customers' stay appealing and they will come back time and time again for all of your products.

The first trick that you need to remember in order to stay competitive in the reseller marketplace is to learn how to make your business stand out in the eyes of the consumer.

Make your products appealing – but do not overwhelm your potential customers with too many facts or too much seller's rhetoric. Be sure that your graphics are appealing to many different viewers, make your website's color palette easy on the eyes, and by all means make your copy interesting to read.

Also, be sure that your clients (even ones who did not buy anything from you but added their names to your mailing list) feel as though they are valued. Send thank you letters. Follow up their actions with information or goodies to keep them coming back for more.

Secondly, you should offer items to your customers that they have not seen all over the internet – and make sure your prices are fair.

While you may be selling an exceptionally well written E-Book that is the hottest thing out there, you have to remember that others are selling the same exact item.

So sweeten the deal and lower the price a little, add some freebies or give your customers some kind of extra discount on your other products for ordering the main product you are trying to sell. Above all though, never end up with prices on your products that are higher than your competitors.

## Recommended Resources

### [Selling Information](#)

This low cost, hands free solution helps you build a profitable Internet Business, while someone else does all the work for you! New High Quality Reports Added Monthly, Fully Automated and Hosting Included.

### [Niche Websites](#)

Get ALL The Private Label Content, Tools & Training Needed To Create Your Own Niche Sites! And...Get top quality software that was designed specially to build your quality, moneymaking niche sites.

### [Software Business](#)

If you're serious about making money online...Instantly set up your very own low cost, exclusive software business... without having to write a single word of programming or do any of that techie stuff. Owning your own product is the #1 key to success online and the best selling business online is software products.

### [We Build It. You Own It!](#)

This is a membership site you can call your own, but you don't have to worry about anything except collecting 100% of the profits. The ultimate dream come true for anyone looking for a profitable membership site to call their own.

### [Advertising](#)

If you're like many people online, you're actively searching for ways to cash in on internet marketing... But it's not as simple as some people make out is it? But it doesn't have to be a hard, time-consuming and expensive exercise... In fact, we've simplified the whole process for you...



If you have a website or thinking about starting one, we have the software and resources you need to be successful. We provide high quality software that every Webmaster and Internet Marketer needs.

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