

# **FIRST CLASS** **Resell Rights Marketer**

**For All Resellers & Resellers In The Making!**



## **FIRST CLASS RESELL RIGHTS MARKETER**

**Volume #2:**

**How and Where to Look For**  
**TOP Quality Resell Rights Products**

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## Chapter 9: First Class Insight into the Internet Marketplace

Dear Valued Reader,

Welcome back to the First Class Resell Rights Marketer series!

To touch base in Volume #1, you and I have covered most of the basics of Resell Rights Marketing in a nutshell. By now, you know that:

- ✓ **What Resell Rights really are,**
- ✓ The different common terms used and often associated with Resell Rights,
- ✓ **There are things you CAN and CANNOT do with Resell Rights products,**
- ✓ And the truth – NOTHING BUT THE TRUTH – about Resell Rights minus the hype and myths!

Now that we've got these covered, let's advance to the next VERY important **success** factor involving your main inventory to your Internet Business: Resell Rights products.

The Internet marketplace is **HUGE** and beyond the boundaries of what our mind can comprehend. But as with anything else in real life, some products are **excellent**, some are good, others so-so, and the rest... are just **plain** junk!

This is the same token with looking for good deals. And you need to apply it when it comes to sourcing for other people's products that you can resell for your own for **most profits possible**.

This, my friend, is the basis of this second manual to the entire cutting-edge Resell Rights Marketing series... first class. In this manual, I will train you how to spot good deals and tell them from the bad.

Know which type of Resell Rights products to look out for and evaluate your success potential without having to risk parting with your money and experiment at your expense.

And at the end of this manual, you will find out where you can find these TOP QUALITY products, too, without having to conduct tedious investment shopping! Won't such a skill acquired be priceless, if you can save TONS of precious time?  
😊

I won't keep you waiting any longer. Turn to the next page, PRONTO!

## **Chapter 10: Not all Resell Rights Products are Created Equal**

Resell rights products are created by people just like you. Many of these people are creating these products for the first time.

They may not have any special training or education in the area they are writing about. They may not be an expert, even though they claim to be. The quality and the content of resell rights products can differ widely.

When buying reselling rights products, there are many things you are going to be looking at. Sometimes, with worrying about the details and the conditions involved with the product, you forget to look at the actual product.

Before you ever begin speaking about buying a product, you need to actually look at the product first. If the seller refuses to let you see the product in its entirety, then it is wise to be a bit leery about the sale.

The author may be trying to hide something. However, it is not likely the author is simply going to hand the product over. They would be risking a lot in doing so. Instead they may offer you a discounted price to buy a copy to look at with a 'money back guarantee' should you be unsatisfied.

They may also provide you with samples of the book. With samples, though, you are not going to be able to get a full picture of what the book is actually like, so you should really try to get a full copy of the complete product.

Whatever the case, you should look at the product before purchasing resell rights. You would not likely buy anything without seeing it first. The same goes for resell rights products. You need to check it out to ensure it is worth buying.

You should read through the product and check it out completely. Any links should be checked to ensure they work. You should verify information if you are unsure of its accuracy.

Additionally, you should try to verify the author's background so you can ensure they actually have the knowledge to write something on the topic at hand.

Another thing to look at is the presentation of the product. It should be something pleasing to look at and easy to use. Every feature or function should work properly. You should ensure that the product is something you would feel comfortable about selling.

Resell rights products can be marketed so wonderfully that even the worst products seem to be great upon first glance. However, if you end up purchasing a bad product, then you are stuck with it and very likely will be unable to turn much of a profit from it.

When it comes to resell rights products, make sure to get a money back guarantee. If you have a good money back guarantee, then should anything be wrong with the product, you can get your money back.

Resell rights products should be chosen with a bit of scrutiny. You want to buy the product so you can resell it and make money, so you have to make sure it is a good quality product that will be able to make you money.

## **Chapter 11: Never Invest in Products That Are More Than 2 Years Old**

When you are first starting your resell rights business, you have a very important decision to make. You have to decide what product you are going to be reselling. This involves shopping around and doing a bit of research into the products you are interested in.

One of the biggest and most important rules of reselling rights products is to never invest in something that is more than 2 years old. There are many reasons for this.

A product that is more than 2 years old is out of date. It has stale content. It is likely to not even be accurate or provide information that is no longer useful. The links in the product are probably dead as well. Basically an old product is not a good product.

If you buy a product that is more than 2 years old you will either have a lot of work to do to make it accurate and updated or you will find you have plenty of unsatisfied customers.

The Internet changes fast and therefore the information in a resell rights product become outdated quickly. Websites move or change their address, business close and what once may have worked doesn't work anymore.

No matter what subject matter you are dealing with, information becomes dated fast and you have to be aware of that, especially when dealing with resell rights products.

In order to avoid buying a product that is more than 2 years old, you need to take a few steps. It may seem easy to tell if a product is more than 2 years old, but that is not the case, especially with resell rights products. You can not always trust that the date or dates listed in the material is accurate.

As products switch hands from reseller to reseller, things can be changed. The links or the information even can be altered, depending upon the resell rights of the purchase. In any case, the original information in the product may not be what you get from your purchase.

You have to pay close attention to any dates found in the product and any other information that may signal how old the product really is. You also have to verify the information for yourself.

You should check out the links and the information before ever buying the product. You can not always trust the seller whether they are being honest when they tell you the product is new or updated.

The bottom line is that it is your responsibility to make sure you are buying a product that is not more than 2 years old. You have to ensure that you are getting fresh content. It is your reputation that is on the line, not the reputation of whomever you bought it from.

Your customers will hold you responsible. It is much better to take the time to research the product before buying then to deal with unhappy customers later on.

## **Chapter 12: Always Look Out for the Terms and Conditions**

In the resell rights business, the terms and conditions of a sale are of the utmost importance. It is the terms and conditions that can dictate your ability to profit from your purchase.

So, you have to be sure that you completely understand the terms and conditions when you are purchasing a resell rights product.

There are some main things to look for in the terms and conditions. These things dictate how you resell the product. It is very important that you understand what they so you do not violate your agreement with the original seller.

There is usually a set minimum price that you must abide by for selling the product. The original seller will usually tell you that you must sell the product for a certain price. However, they will usually allow you to sell it for more if you choose to do so.

You will often find information regarding where you can sell the product. Many times the sale of resell rights products are not allowed on auction websites or membership websites.

You should also look for restrictions on the use of the product as a free gift, a bonus or as part of a bundled package. Many times using the product in this manner is not allowed.

Lastly, you should understand the particular rights you are buying. There are different rights that allow you to do different things with the product. You may

only be buying basic reseller rights which only allow you to resell the product, as is, without also selling the rights to resell to your customers.

You also need to know if you have the right to alter the content of the product, for example, if you are allowed to exchange your affiliate ids for the original author's.

There are many different ways the resell rights can be set up. There really is no standard, so you have to make sure you are clear on what rights you are buying. In order to ensure you are getting the rights you desire, you have to know how you are planning on using the product. That way you know what to look for in the terms and conditions.

If you want to use the product on a membership website or you want to be able to add in your affiliate links, then you have to look for a product with resell rights that will allow you to do this. You can not simply just do it anyway.

Violating the terms and conditions is serious. The original author worked hard to create the product and it is your responsibility to respect that and respect the terms and conditions they have set forth.

When it comes to the terms and conditions of the resell rights product, you have to be very precise. You have to make sure you understand everything about them. You could get yourself into a lot of trouble should you violate the terms and conditions you agreed to upon purchase.

## **Chapter 13: Demand First, Product Second**

The key to success in the resell rights business is to understand the law of supply and demand. Basically, this is that whatever the market is demanding needs to be supplied and that supply should never outweigh demand. The details are a bit more complex, but that is the basic idea you have to understand.

When it comes to resell rights products there are many resellers out there. However, the good thing is there are many different niches to cater to.

The demand for informational products, like those sold through the resell rights business, is high. The supply, or the resellers of reach niche market, is not exceeding the demand in most cases.

Before you get started in the resell rights business, you have to look at the current state of supply and demand for the market you are interested in. Let's say you want to find a product that targets people who are interested in learning about setting up a website. You need to look into the demand for information about setting up websites.

Once you see there is a demand for such information you need to find out about the supply of information. You will want to check out the ratio of people supplying such information to those who are wanting the information. If you can clearly see that there is more demand than supply, then this makes for a good niche market.

The last thing you want to do is simply go into a venture without doing any market research. You could end up choosing a niche market that is so over

saturated with suppliers that you'll never turn a profit. When you do market research, you are safeguarding yourself against this.

The goal is to find a niche market that has a steady demand, but does not have enough suppliers to meet that demand. Then you are assured that you can make sales and turn a profit.

The law of supply and demand is an age old factor in business success. Internet business and traditional business both depend upon supply and demand to ensure success in a business venture. The resell rights business is no different.

Typically, the instinct when starting a business is to find a market where there is little competition. That is unlikely to happen in the resell rights business. So, instead of looking at the competition, you should be looking at the demand. You can have 100 competitors, but if they are not meeting the demand then there is still room for you to enter the market and be successful.

The bottom line is that it does not matter what other sellers are selling as long as there are enough customers demanding the products.

There is a lot of competition in the resell rights business, but far too many people worry about competition when it is really a factor of demand. That is why you should always check out demand first and choose your product second.

## **Chapter 14: In the Resell Rights Business, Credibility Matters**

Credibility in the resell rights business is one of the most crucial factors that determine success. If you use a product that is backed by a credible source, then people are more likely to buy it. Using a product with questionable or unknown credibility can spell disaster for any resell rights business.

Credibility is a factor of many things. The first thing is the author's credibility. The author should have the experience, the knowledge and the ability to write about what he has written about. He should essentially be an expert in the field of whatever he has written.

When you have an author who has the credibility it is likely people know who he is. They have heard about him or know of him and they trust what he has to say. In many cases, people are even eager to hear what he has to say. What this means for you is that people are going to buy the product simply because of the author associated with it.

Other things can also go towards the credibility of a product. It is a known fact in website creation that if a business website does not look professional and well put together that it greatly affects sales. The same can be said for resell rights products.

If the product does not have a good looking cover and is not well put together, then people are going to view it as unprofessional. They are not going to be interested in buying it because by looking at it they are told that not a lot of effort was put into creating it.

Additionally, the product should contain testimonials and well established marketing materials.

These things all make the first impression on the buyer and they should reflect the professionalism and the quality of the product. It is important to check them out and make sure they look like something that is representative of the content of the product.

The main points about credibility are that a product should:

- be well written and contain quality content
- be written by someone who is an authority on the subject matter
- look well put together and professional
- be represented by marketing materials that are also well written and professional looking

A product that has these characteristics is going to be very credible and therefore be something that should not be hard to sell. People will not hesitate to buy it and you will then be able to make a nice profit.

Making sure your resell rights products have credibility is an important part to your ultimate success. If you have the backing of a professional, well written product, then you can do very well in the resell rights business.

Just make sure to check out the credibility of your product before purchasing it, so you are not stuck with something that lacks credibility and therefore would be a hard sell. Your main objective is to make money and using credible products can go a long way towards making that happen.

## **Chapter 15: Thinking Beyond Making Just Up-Sells**

The resell rights business has a lot of money making potential. It may not be obvious, but if you look beyond just up selling, the initial sell of the product to a customer, then you can find hidden ways to turn a resell rights business into a major money making venture.

Up sells is the basic way to make money from reselling rights products. You buy the right to resell the product and you resell it to your customers. The product you sell is the same product that you bought. You do not change anything about it; you just sell it as it is to your customers.

Up sells is a nice way to make money, but they sure are not the only way to make from resell rights products. One of the best ways to super size your profits from your resell rights business is to get re-branding rights.

The resell rights product you buy is going to contain affiliate links. These affiliate links are links to a website where the reader can then buy products related to the content of what they were reading.

The original author is the affiliate who owns these websites. He will make a commission off each product sold on that website.

What you can do is become an affiliate yourself of these same programs. All you do is sign up for the programs and get your links. When you buy the product you opt to pay a re-branding fee so you have re-branding rights. These re-branding rights will allow you to then insert your affiliate links in place of the original authors' links.

Now when your buyers click on these links, they go to your affiliate website and you will earn the commissions on the products they buy. Thus you have just created a new line of income for yourself without doing a whole lot more work.

Once you have your links inserted, then all you do is sell and sit back to wait for the affiliate commissions to start rolling in.

By using this backdoor sales tactic you can boost your income from your resale rights business drastically. You will still be making that initial sales income, plus now you'll have the extra income from the affiliate links.

The best part is, all it takes is a little extra upfront cost on the purchase of the re-branding rights, a little time to set up the affiliate links and then you do not have to do anything else. Resell rights products can be a huge money maker if you know the tricks like using re-branding rights.

The resell rights business has great potential and now you can take advantage of that. You can make sure to get re-branding rights and start making even greater income off your resell rights business.

It doesn't make sense to simply up sell the product when you can both up sell and get backdoor sales. By doing both you are ensuring your income potential is huge.

## **Chapter 16: The Best Places to Source for Top Notch Resell Rights Products**

One of the most important aspects for your resell rights business is finding a product. Your product is the center of your business. It is the single most important factor to your businesses success.

If you choose the wrong product, then you will likely see less than stellar sales results. It is all about getting the top notch resell rights products.

Finding top notch resell rights products is not hard if you know where to look. You can go to a search engine and search for resell rights products, but can you really trust the results that come up? A search engine does not gauge a website by its reputation; therefore the results you get are not guaranteed to be the best.

Instead, you should do some research into the industry. Try to find those big name sellers. Try to find quality work from credible sources. This is the kind of product you want if you are looking to be successful.

There are many membership websites for resellers. Here you will find a vast amount of great information that you can use to find good products. These websites will also have plenty of links to well respected resellers who you can buy products from.

They may also include articles and other information that can be very helpful. Additionally, a membership site allows you to join a community of other resellers

which is great for an online entrepreneur. It gives you that office atmosphere you do not get when working at home.

You can also seek out some of the big names in the industry that you have heard of by far. Try to go to their main website and see how to contact them directly. Using a product from someone who is well known can really boost sales. People love to buy things from someone who is respected as an author.

Another option is to buy an E-book that will help you find top notch resources. Try [ResellRightsMastery.com](http://ResellRightsMastery.com) for some great information about setting up your business, keeping it running smoothly and, of course, finding products. ResellRightsMastery.com offers a gold membership that includes additional, advanced information to really help you become successful at [this link](#).

Using different sources to find top notch resell rights products is the best way to make sure you are really getting the best possible products. You will be getting recommendations from a variety of sources, plus you will get valuable information to help you in making your business a success.

Finding top notch products should be your main priority because it is going to make or break your business. This is one area of your business set up that should not be neglected.

You want a product that you can be proud of and stand behind. You have to find that product that sparks passion in you so you can then sell it with **100%** effort.

Top notch products will do this for you.

## **To Be Concluded...**

Okay, now that we've got this down pat, there's one last (yet equally important) thing to do. Join me in the next manual as it will be conclusion of the entire series of **First Class Resell Rights Marketing!**

## **Recommended Resources**

**New To Internet Marketing** and need some tips? [Click Here for the best Internet Marketing Course Available](#)

**Free HTML Editor** – Allow you to create your own web pages the simple and easy way without any HTML or PHP programming knowledge.

**Domain Names** – [NameCheap.com](#) domain Names for your new website are a bargain here.

**Web Hosting** - [HostGator.com](#) offers unlimited domain hosted in one account with reasonable monthly hosting fee of less than \$10 per month.

**Merchant Account** – [Paypal.com](#) offers you to accept credit card payment from your customers all around the world with various currency options.

**Autoresponders** - [Aweber](#) offers the most reliable autoresponders on the net! If email deliverability is important to you signup today!

**Money Making Business** – [Business Galaxies](#) is the recommended membership site that delivers brand new private label rights and master resale rights products on monthly basis and also offers more than hundreds resale rights products in the library. If you are looking for a way to make \$50 income on each day selling info products, then this membership site is your right choice.

## **ADDITIONAL BONUS**

**Congratulations!**

**“Your Purchase of this Book Entitles You to a  
FREE Lifetime Membership Privileged Access to  
InternetMarketingBusinessGoldmine.com As a  
Gold Member... Worth \$697.00!”**



**Dear Valued Reader,**

I would like to invite you to join my active membership site,  
**InternetMarketingBusinessGoldmine.com**, as a privileged **Gold member!**

Your Gold member benefits entitle you to:

- **Consistently adding collection of Full Private Label Resell Rights items** you can sell and pocket all the sales,
- **Recommended Resources** you can use and skyrocket your income profits and increase traffic to your website.
- **Member Online Video Courses** to learn strategies that had been proven to be making the money from the experts.
- **And much, much more!**

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