



FIRST CLASS RESELL RIGHTS MARKETER

Volume #3:

Marketing Your Resell Rights Business to the Max!

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Chapter 17: The Most Critical Phase to Resell Rights Marketing Success

Dear Valued Reader,

This is it – the most important phase of successful Resell Rights marketing! Incidentally, this is where most average resellers fall short behind this particular hurdle.

But that ain't going to happen to you! Why? Because you're going to be a **TOP** class reseller! And TOP class resellers know that marketing is often the most important (or should I say *critical?*) aspect to any successful business, online or offline.

And this concluding manual in the series will bridge this gap between you and Resell Rights success.

Without further ado...

Chapter 18: What You Need for Your Resell Rights Business

In order to have a fully functioning and operational resell rights business, you are in need of some tools in place. Like any business you need a storefront, marketing tools and sales tools.

To get started, you need to have somewhere to sell your product from. On the Internet that means you need a website. In order to be able to have your website on the Internet, you will need a domain name and web hosting.

You will want to shop around for the best rates, so you can manage your start up costs. Try out places like [HostGator](#) for web hosting and [Name Cheap](#) for a domain name.

You want your domain name to be something that can be easily remembered. So you should try to make it something that relates to your business or you can use your name, if available.

If possible, include keywords in your domain name since this will help in search engine rankings. You should try to get a .com or .biz address for your website. When choosing web hosting, you want a host that will give you enough space and reliable service. You do not want to use someone who limits your space so you will not be able to add anything to your website or risk going over limit.

Additionally, you want the hosting company to be reliable. You don't want your website going down all the time. It's hard to make sales when your website isn't available to customers.

In order to process payments from your orders, you need to be able to accept credit cards. Most purchases made online are with credit cards. If you do not accept credit cards then you will be losing out on a lot of potential business. In order to accept credit cards, you need to have a merchant account.

To save on upfront costs, you can try [PayPal](#) where it is free to sign up and you only pay a fee per transaction. You can also try [2Checkout](#) which charges a one time set up fee and then fees per transaction. These two places accept a variety of credit cards, which is a good thing since it means you are available to accept payment from customers with different types of cards.

To make your business run smoothly and provide the best service to customers, you definitely want to get an auto responder. An auto responder is an automated program that sends out information whenever it receives information.

Basically, when your customers place an order and the order goes through the auto responder will receive a message and the product will be instantly sent to the customer. A good place to try for an auto responder program is [EmailAces](#).

Getting your business set up is very important. These tools will help your business run smoothly and keep it going. You will find that if you have everything in place before you get started that it will make the start up process much easier.

Chapter 19: How to Set Up Your Resell Rights Business

Setting up your resell rights business will involve more than simply buying a product to resell. There are a lot of little things you must do in order to create an online business presence and start getting customers.

Without all of this start up work you are unlike to ever turn a profit, so you must first learn exactly what and how to set up your resell rights business.

The first thing you need to do is set up your online presence – your website. Online your website is your storefront. It is the place where your customers will come to shop and buy. It should be professional and well maintained. For your website, you will need to create the actual content. You will also need to get a domain name and web hosting.

Your content should include your sales letter and information about your products. You should also have a check out system with download instructions and a thank you note. Keep your website simple and user friendly.

Your domain name should be something easy to remember and related to your product. You should try to use either .com or .biz for your domain name. Try to keep it as easy as possible so people will remember it.

The web hosting company you choose should be reliable and offer you enough bandwidth to adequately maintain your website. This will help to minimize downtime when your website is not online.

After setting up your website, you should focus on your marketing. You will need sales letters, thank you letters and follow up letters. If you are creating a mailing list, you will also need to create a newsletter or announcements to send to those on your mailing list. These letters should be well written and to the point. You should try to include testimonials as well.

To make things easier, you should look into automated tools for your website. You should use an auto responder for managing and utilizing your mailing lists. You should use an automated checkout and product delivery system as well.

These tools are very easy to implement into your website and really can minimize the amount of back office work you have to do. Additionally, they make things easier and more convenient on your customers because they provide immediate results.

It does not take a lot of computer knowledge to get your business ready to go. There are many different places online that offer easy to use tools that you can easily set up on your own.

Your website should be as user friendly as possible, since most people online are looking for easy shopping. Always keep in mind that everything should also look professional so people take your business seriously.

Once you have your website set up and your marketing tools in place, then you are ready to start your resell rights business. You have gotten all the key components into place and are ready to start selling. Now all you need to do is get your name out there so people know where to buy the information they want.

Chapter 20: Planning Out Your Resell Rights Business Model

Once you have bought and set up your resell rights products, you are ready to decide how you are going to actually sell them. There are many different business models you can use. Each has its advantages and the one you choose will likely depend upon what you are selling and what niche market you are targeting.

Bundled packages are a popular option. Bundled packages are where you sell multiple items together. Usually a bundle is comprised of the main product which is being bought and then the additional products which are in essence free gifts or bonus items. A bundled package allows you to sell a group of products to customers in one sale.

Using a network of websites is another good option. You can link all your websites together. Each website sells a different product. By doing this, you are creating a website for each product you sell so each product gets the proper marketing.

You have the ability to highlight the product on its own website, but you still have the links to the other products so customers can see them as well. This is a great way to sale if you have a variety of products that may have their own great advantages. It can make management of your sales a bit easier, too, as you can track how each individual product is doing easier.

Paid membership websites are another popular method of sales for resell rights products. Instead of actually purchasing the products, customers pay to be a

member of your website. Once a member they have free access to the products on your website.

The great thing about paid membership websites is they create an opportunity for residual income. Members pay their fees on a reoccurring basis even if they are not actually using any of the products. So, instead of having to wait for the customer to purchase a product, you are getting paid no matter what.

Resell rights products are usually loaded with residual income opportunities. These opportunities are in the form of links and affiliate id's within the product. You can usually purchase the right to insert your own information into the product so when you resell it your customers are going to see your id's and links. This allows you the opportunity to make some great residual income through your resell rights products.

You can also buy the right to resell the book yourself. This allows you to sell the book to others so they then can resell the book. This sets you up in the business of helping others do just what you are doing. You have to make sure, though, that your original purchase agreement allows you to resell the rights to the product.

There are many different ways to use resell rights products to make money. You can do almost anything with a resell rights product, as long as you are following the terms and conditions set up during the original purchase of the product.

Chapter 21: Generating Targeted Traffic into Your Reseller Sites

One of the keys to success in Internet business is getting to your target market. Also referred to as your niche market, your target market is the group of people who are most likely to need or want your products and who are most likely to buy your products. In order to make sales, you need to get targeted traffic to your website.

Targeted traffic is people from your target market. You want them to be the visitors to your website since they are the ones who are most likely to buy your products. In order to get targeted traffic to your website, you will need to put a marketing strategy into place.

One of the first things you should do is set up a mailing list. This way you can grab target traffic as it visits your site. It works like this; people visiting your website will see the option of signing up for your mailing list. If they are interested they will sign up.

You will then know they are part of your target market and you will have their email so you can begin sending sales letters and other information to them to get their business.

You can also try to find joint venture partners. Joint venture partners are other business owners who have customers in your target market. These joint venture partners will not be direct competitor, though. This is why they are likely to work with you. You can go to them and propose working together. You can give them an offer of commission off sales they refer to you.

Other methods of marketing to your target market are less focused, but they will still get targeted traffic to your website. Writing articles has quickly become a great way to market a business.

There are many article outlets online which will host your article for free and allow you to put your website link in the bio area. When interested people read your article they can then click through to your website.

Another thing you can do is paid advertising. You can advertise in E-zines which cater to your target market. You can try placing pay-per-click ads on search engines. These ads are keyword ads that come up whenever a search for that keyword is made. The search results come up with these ads at the side of the page and interested people can click through to your website through them.

Virtually all marketing is going to be somewhat targeted because people will not visit your website if they are not somewhat interested in what you have to offer. The above mentioned methods, though, are the best way to really make the most out of your marketing efforts and really reach your target market.

There are many ways to get targeted traffic to your website, but the ones highlighted here are proven to be the most successful. You should be able to implement these methods and get the targeted traffic you need to get your business off to a good start and on the road to success.

Chapter 22: How to Build a List of Loyal, Paid Customers

Mailing lists are one of the best marketing tactics in Internet business. Mailing lists have many perks, among them are that they allow you to reach a targeted group of customers who are wanting to hear what you have to say and they offer you a direct line of contact with your customers which enables you to keep your customer-seller relationship fresh.

When it comes to building a mailing list you can try two ways which produce the best results. You can create an E-zine or newsletter or you can offer a free gift or bonus in order to get the customers email address.

In either case, the customer is willingly giving you their address because they want what you have to offer in return – the E-zine or free gift. Somewhere in the process of gathering their information and explaining why you want their email address, you should tell them that by giving you their email address they are agreeing to receive mailings from your company.

This is true for both the E-zine and the free gift, since you will be sending them things on a regular basis with both methods.

You have now put in place the method of gathering email addresses of interested people to build your mailing list. Now all you need to do is organize, manage and use your list.

Many of the people on your mailing list will be customers all ready. However, some of them will be potential customers who simply showed an interest in what you were offering. This gives you the opportunity to now sell to them.

If you are using an E-zine then you have to be sure to put out a new edition on a regular basis. Your E-zine should always contain information on your products and provide a direct link to your website.

If you are giving away a free gift, then you need to ensure it is promptly delivered. You can then periodically, send special notices or letters regarding your products. In these notices make sure you include a direct link to your website.

You need to keep your list organized. If you get bounced back messages, then delete that email address. If customers ask to be removed, then you must remove them. It can help by using an automated mailing program to make this process easier.

You will be surprised just how many additional orders and extra business you get through this seemingly simply process. Mailing lists can really help to boost your sales.

Plus, they are free to you and you are safeguarded against being accused of SPAM since the email addresses were willingly given to you. Additionally, this is considered a low pressure sales tactic, which people are less likely to ignore and feel more comfortable with.

Using mailing lists can create a great marketing tool. You can take full advantage of them by taking every chance to send out information and entice the recipients to come visit your business and purchase products.

Chapter 23: First Class Tips on Growing Your Resell Rights Business

Once you have your resell rights business established, you are going to feel the desire for something more. You will likely reach a plateau where you are at the top your game.

Your sales are wonderful, the business is running smoothly and everything is the best it can be. However, you will want more. Your will wants to see your business grow so your profits can grow.

Why be stuck making a certain amount when the sky is the limit? You do not have to. There are things you can do to make your business grow. Growth means more profit and more possibilities.

If you have not taken advantage of re-branding rights, then now is the time to do so. Re-branding rights allow you to replace the original author's affiliate links with your own affiliate links.

What this means is that every product you sell contains your affiliate links and therefore you start earning commissions from your affiliate programs.

If you have not automated your website then you should do that as well. Automation tools really can speed up the sales process. They make customers happier too, which means repeat business because they enjoyed doing business with your company.

Another thing you can do is pick up more products. Go looking for the best products possible.

Find those that are really in high demand and those by the top rated experts. Make sure you buy full rights so you can insert your affiliate links and offer reselling rights to your customers.

You should make sure that you are taking full advantage of your mailing lists and any other marketing strategies you are using. Make sure your website is at the top of search engines so it is being seen by the most people.

Another thing you could consider is starting your own affiliate program. You can use your affiliates to sell your products and start earning residual income. You only have to pay them a partial commission and the rest of the profit from sales they make is yours.

Many of these options to grow your business will take a small amount of time to set up and then hardly any work after that. You may need to do some additionally monitoring, but that should be all.

In the end you have a way to get others to help you build your business, which translates into great growth potential. It is very easy to grow your business and you are sure to wonder why you didn't try it sooner.

There are many little things you can do to boost your profits and grow your business. All it takes is a little thinking to come up with these things and a little time to implement them.

You can easily take your business from a one man show to a team of people who all work to make you money. It really can be that simple to turn your resell rights business is a major profit earning machine.

In Closing

Now friend, it's your call.

By now, you know all of what it takes to:

- ✓ **Start a successful Resell Rights business,**
- ✓ Know how to tell good Resell Rights investment from the bad, and
- ✓ **Make money reselling other people's products!**

This series have done its job in educating you on understanding the world of Resell Rights marketing from the perspective of a first class reseller. And by this, I mean you have the privilege to know and learn what **95%** of the average resellers out there do not know... and ARE struggling to live another day!

One last ingredient to success, though. (Hint: you have it in you!)

Take Action!

See you in the Resell Rights scene! 😊

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
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Gold Member... Worth \$697.00!"**



Dear Valued Reader,

I would like to invite you to join my active membership site,
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