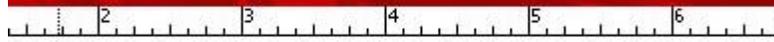
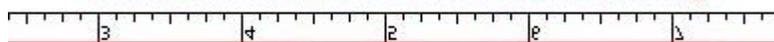


FIRST CLASS
Resell Rights Marketer



For All Resellers & Resellers In The Making!



FIRST CLASS RESELL RIGHTS MARKETER

Volume #1:

Fundamentals of Becoming a First Class Reseller

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You are encouraged to print this book for easy reading.

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FIRST CLASS RESELL RIGHTS MARKETER

Volume #1:

Fundamentals of Becoming a First Class Reseller

Chapter 1: Introduction to First Class Resell Rights Marketing

Dear Valued Reader,

Hi! Thank you for investing in the First Class Resell Rights Marketing series, where you will discover all of what it takes to become the next Resell Rights marketing superstar **in your own league!** 😊

As you can see, the series have been broken down into 3 volumes, and for a few good reasons.

For one, it makes information digesting **easier** for you.

Two, like anything else that requires skill, there is a certain “**step-by-step**” method to perfecting it. I reckon breaking the contents down into 3 volumes would easily highlight each critical success phase to marketing as a reseller for profits – **massively**.

Three, I will NEVER assume you know EVERYTHING. With that in mind, these guides have been written with **your own** goals and benefit in mind: to know and achieve what it takes to be a star reseller and possess the skill to make money at will **buying and reselling** other people’s products!

Even if you are seasoned pro, I strongly believe you will indeed pick some “golden nuggets” in the coming pages, which can prove to be valuable in the thousands (or more!) to your existing Online Empire.

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Now before you continue, may I advice you something? Grab some snacks and a cup of coffee before you pull up the chair. If you're printing this guide out, all the better! 😊

Because believe me, it's not of something you know so well.

In fact, I'm pretty excited about it all even as I write this.

And you are about to discover why in a moment.

Yes, I know you would. Because this is the same information that has helped me maximize my online monthly income simply by adding the "Resell Rights arsenal" to my Online Empire. And **now you too can do it!**

Chapter 2: What are Resell Rights?

There are many different ways to make money online. For someone starting out it can be difficult to try to figure out just what to do. One of the first things that a person should do is start looking into the different ways to make money online.

One popular method that can really get a person to start making money fast is using resell rights. Resell rights are when a person creates a product and then sells that product and the right to use it to others.

There are different types of resell rights. The actual way resell rights are used is based upon how the transaction is set up. In some cases the original owner of the product simply sells the rights for the buyer to use the product, not resell it themselves.

In other cases, though, the buyer secures the right to both use and resell the product. Of course, the whole process is not that simplified, but that is the basic idea.

Another popular method of making money online is through affiliate programs. However, when you compare affiliate programs with using resell rights you can easily see why it would be better to go with resell rights.

First of all, with an affiliate program, you are selling someone else's product. This basically means that you are not going to be making 100% off of your sales because you have to pay a part of any revenue to the person or company that owns the rights to the product.

With resell rights, you own the product and therefore you get 100% of the sales. Additionally, once your customers pay for the resell rights, only then they can make 100% profit off the product because they have bought the right to do so.

With affiliate programs, there are no upfront costs and everything is basically set up for the affiliate. This may seem like a great opportunity. However, what usually happens is that since the affiliate didn't have to really put much effort into starting up their business, they are not that motivated to see it succeed.

With resell rights you are creating the product and making some type of investment. You are motivated to see it succeed and you work hard because of that.

When looking for ways to make money online, many people overlook using resell rights. It is usually because they feel that they just don't want to take the time to create a product.

It seems much easier to go with an affiliate program because all the work is basically done for you. This is not the only way to benefit from resell rights, though.

You can buy someone else's product and resell it. You do not have to create your own product. You can take full advantage of resell rights and buy something from someone else that has it up for resell. Then you can sell it, with or without resell rights, to your customers.

That is another benefit of using resell rights. You can use someone else's product and still make 100% profit. Plus, you can get started quickly, just as with an affiliate program.

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When it comes to comparing affiliate programs with using resell rights, it is clear that you can become much more successful with resell rights.

You have the motivation to work harder and you are earning more for your efforts. Resell rights offer you creative freedom and total control, as well.

Resell rights open many doors that just aren't available when using other methods to make money online. That is why it is worth looking into resell rights if you want to get into Internet business.

Chapter 3: The Different Types of Rights in Internet Marketing

The Internet is a whole different place to do business. Along with the convenience of digital products, comes a need for additional security features to protect your work.

The chances of someone stealing or misusing your work are great online. You have to be sure that you understand all the steps you can take to protect what you have worked so hard to create.

When it comes to resell rights, once you resell your product you can still maintain some control over how it is used. The control comes from a variety of rights you, as the creator, has.

There are two types of resell rights. There are basic resell rights and master resell rights. The difference between the two is very important to understand. Basic resell rights give the buyer no right to resell the product. Only you, the creator, have the right to resell the product.

Master resell rights, on the other hand, give the buyer the right to resell the product, too. So with master resell rights, both you and your buyers can then resell the product.

There are further rights that can go towards adding extra protection to your work or to specify exactly how your product can be used by the buyers. They specify things like what the buyer can and can not do with the product after they purchase it and exactly how they can sell the product.

Re-branding rights give the buyer the right to replace affiliate ads and links in the product with their own. Typically, a product sold without re-branding rights means the buyer can not alter the product at all and must keep your links intact when it is resold.

This has a perk to it because then you are getting free advertising with every sale of the product. However, allowing buyers to purchase re-branding rights can make the product more appealing because then they have the ability to make additional profit from their purchase of the product.

Usually for re-branding rights the buyer is charged a fee. This fee can be ongoing so you make residual income from the sale.

With resell rights, there is usually a specification made about how the product can be resold. Many times the product can not be given away for free and a minimum price is placed on how much it can be sold for.

Give away rights allow the buyers to give the product away. Sometimes give away rights are also specified, such as the product can only be given away as a free gift or as a special gift to preferred customers. This helps cut down on the book being given away and misused.

Private label rights take re-branding rights a step further, giving the buyer even more control over the product once they purchase it. Private label rights allow the buyer to alter the product in any way. They can change the content or whatever they want.

They can not, however, put their name on it as their original work. Some buyers will be very interested in private label rights as they can then tailor the product to best suit their personal needs.

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All of these rights associated with resell rights are important. As a seller, you should understand them so you can choose the rights and options that are best for you and your business.

Chapter 4: What You Can and Cannot Do with Resell Rights Products?

Not every resell right product is the same. When you are getting into the resell right business you have to understand the specifics and the details associated with resell rights.

With each product the original author has likely specified what can and can not be done with their product. If you use the product in a manner that does not conform to the original author's intentions you may end up with a lot of problems.

The first thing to understand about resell rights products is that they are not all sold to be used to make a profit. Some are sold for individual use only, meaning they are meant to be sold only to the buyer and the buyer can not resell the product or use it for commercial gain.

Some products that are sold can be resold by the buyer, but the buyer can not alter the product at all. Still other products are sold with the full right to resell and alter the product in any way.

Even amongst these three types of resell rights, the conditions and terms can vary. The main things to check in the conditions and terms of any resell rights product purchase are how it can be used and what can be done to or with the product.

The things that are most often highlighted about the use of the product are:

- The use of the product as a gift or bonus.

- The use of the product on a paid membership website.
- The use of the product in a paid package.
- The free give away of the product.
- The sale of the product on an auction website.
- The ability to offer resell rights to customers.
- Re-branding rights to the product.

These are all usually part of the deal when the purchase is made. The original seller will specify if you can or can not do these things with the product.

In addition to how the resell rights product can be used, most sellers will also specify what can be done to the product once purchased. Most often the buyer is not allowed to copy or alter the material within the product in any way.

They also are not allowed to use illegal tactics, such as SPAM, to sell the product. These terms usually are put in place to protect the author. The condition of not being able to use illegal tactics to sell the product is because if a person uses illegal tactics, it can come back on the original author.

Failure to follow the terms and conditions could result in copyright infringement or even criminal issues. It is very serious to pay attention to the specifics of a resell rights product purchase.

With every purchase the terms and conditions can differ. That is why every time you buy a resell rights product you need to go over the details to make sure you understand how it can and can not be used.

If you make sure to understand all the details then you should be able to get the best use form the product without violating any rights of the original author.

Chapter 5: The Pros of the Resell Rights Business

The resell rights business is a very hot Internet business. That is due to many different reasons. When compared to other Internet businesses, the resell rights business provides more opportunities and more ability to make money.

One of the biggest advantages of the resell rights business is that you can make money in a variety of ways. There are four main ways to make money with a resell rights business.

You can make money from upfront sales. Upfront sales are simply the reselling of the product, as is, to your customers. This is an immediate way to make a one time profit.

You can make money through backend sales. Backend sales are building residual income into the product. This is done by inserting affiliate id's and links in the product. Your buyer will then use these links and you will end up making money through your affiliate programs, too.

Another way to make money is to sell the rights to your buyers that will allow them to put their affiliate ids and links into the book instead of using yours. You simply charge them a fee for doing so.

Lastly, you can sell the resell rights to your customers. This allows them to do, as you are doing, reselling the book to their customers.

Besides ways to use resell rights products to make money, other pros of the resell rights business are that it is all digital. You do not have to keep an

inventory or mess with shipping. Most of the delivery and sales process can even be set up to be automated so you really do not have to do anything.

Resell rights products are also perfect for the Internet market. People go online looking for information. The resell rights business caters to that need by providing quality information they want. It is the idea of supply and demand. On the Internet, people want information and with a resell rights business you can give it to them.

Additionally, with a resell rights business, you are the business owner. You do not have to answer to a boss or worry about company protocol, like many other, so-called businesses.

For example: affiliate programs, while a great income opportunity, they come with the hassle of having to deal with the main company and their policies. But with your resell rights business you are completely in charge.

You have the ability to structure your resell rights business in any way you want. You can create the terms and conditions that provide you the maximum income opportunities. You can sell however you want and to whomever you want. You have the control and therefore you can decide how much you can earn.

The resell rights business offers many advantages over other Internet business. It is a fairly easy business that is not demanding on your time. It features a product that people are wanting and therefore that they will buy. The resell rights business is just a hot business and getting into it is a wise way to make some good money.

Chapter 6: The Cons of the Resell Rights Business

While the resell rights business is a very great way to earn income online, it still comes with some disadvantages. The cons of the resell rights business are mainly things that you just have to be aware of.

Once you learn how to deal with the disadvantages you can easily overcome them and turn your resell rights business into a profitable venture.

The biggest disadvantage of the resell rights business is all the complexities. With every resell rights product there are terms and conditions. It is very important to understand them.

When you are buying a resell rights product, you have to take special care to understand what you can and can not do with the product. If you misuse the product or violate any terms and conditions you agreed to during the sale then you could face some problems.

Another disadvantage of the resell rights business is that it can be quite competitive. This is true of any industry, but with resell rights products, you are going to run into other people selling exactly the same product as you are.

The original seller is obviously not just going to sell to you for they are also selling to many other people as well. You have to make sure you are not competing with these people or it could be hard to sell your product.

When it comes to actually selling your product, you also have to iron out your terms and conditions. This can be difficult because you have to honor the original

terms and conditions you agreed to when reselling, plus you have to set your own details up as to how your customers can use the product.

There are so many variables that this whole process alone can become quite time consuming. You should look into the different aspects of terms and conditions involving resell rights products so you fully understand what you need to do when setting up your own.

If you choose to create your own resell rights product, then you have the job of coming up with unique content. You want quality content that is useful, practical and interesting.

Plus you have to actually format the product so it is easy to use and looks appealing to your customers. Creating your product involves some technical knowledge of programs like word processor, paint and Acrobat.

Also, when developing your own original product, you should create a marketing package to go along with it that will help your customer resell the book. This is helpful to them and you, in that it will help them make sales.

The disadvantages of the resell rights business are much like the disadvantages of any other business. The bottom line is that as long as you keep in mind that this is a true business and treat it as such, then you should do just fine. The cons of the resell rights business should not stand in your way of achieving the success you desire.

Chapter 7: Common Resell Rights Myth Dispelled

As with any business, there are many myths surrounding the resell rights business. Myths originate from people's misunderstanding about the business and how it works.

Additionally, since the resell rights business is largely online, that only furthers the misunderstandings. People tend to believe anything they hear about the Internet and some people are still quite untrusting of the power that the Internet holds.

If you are looking to get into the resell rights business, then you need to take a look at the common resell rights myths so you can understand them and why they are not true.

One of the biggest myths associated with the resell rights business is that it is not a profitable business. This could not be further from the truth.

The resell rights business is a hot business on the Internet where earning potentials are huge. The main reason this myth exists is that people believe there are too many people in the resell rights business and therefore competition is too stiff.

The Internet is a huge place and competition is less stiff compared in the traditional business world. With the Internet, success is all about marketing. As long as a person can market well, then competition doesn't mean a thing.

The resell rights business does have a lot of people involved in it. However, the need for information from the business far outweighs the demand. People go online everyday searching for information.

We are talking millions of people who are looking for different types of information. Not one reseller can cater to them all. It takes a whole market of resellers to handle the demand.

There is enough business out there for everyone in the industry. The resell rights business is not likely to ever be oversaturated because the Internet is too huge and the demand is too high.

Another myth is that it is too hard to get started in the resell rights business. This is another false myth that is fueled by people's fear of Internet business. In the early years, many Internet businesses did fail.

That was not because the Internet is a bad place to do business, but rather because these people did not treat Internet business as a real business.

If you go into the resell rights business thinking of it as a real business, then getting started is no more difficult than getting started in any other business. You need to have a plan that includes all the aspects that are needed to make the business success.

Resell rights business myths are simply alive because people do not understand the industry. They do not understand that selling information is something that was destined for the Internet.

Think about it. The Internet is basically the home to information. So selling information via the Internet through a business like resell rights is ideal.

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Don't let the myths you hear about the resell rights business keep you from following your dreams. Take a chance and show people those myths are false by starting your own resell rights business and becoming a success.

Chapter 8: Exhibiting the First Class Reseller Success Mindset

When it comes to being successful in the resell rights business, you must have the right mindset. You need the first class reseller success mindset. You have to believe you can succeed and then do the things that are necessary to make that success a reality. It is all about putting your mind into it and doing it.

One of the biggest points of having a first class reseller success mindset is the belief that you will be a success. You have to believe in yourself, your product and your ability.

You should be selling a product that you can be passionate about. You should love your product and believe it is the best product of its kind out on the market.

You should be so passionate that when you speak to someone about it, that passion is conveyed to them. They should get excited about the product, too. It is this excitement that gets people in the mindset of buying, which is your goal.

You should also feel secure about your business. You need to have a plan. You have to map out what you are going to do to make sure your business is successful.

Once you have your plan, you have to follow it. If you do not stick to your plan, then what is the point of having one in the first place? Having a plan will give you confidence because you will always know what you are doing and where you are going with your business.

You also have to be active. You can not just sit around waiting for sales or waiting for something to happen. You have to make things happen. You have to go out and get the sales. You have to be proactive. It is your actions that will ultimately decide the success of your business.

To really help you get in the first class reseller success mindset, you should build your knowledge of the market. This way you can be comfortable. If you are comfortable, then you are not likely to make bad decisions or second guess yourself.

Your comfortable attitude will be displayed to others as confidence, which will in turn let them have confidence in you. You will find building trust with your customers is much easier.

Once you build trust sales come naturally and you build good customer relationships that mean future sales. It all adds up to more profit for you.

A first class reseller has the mindset that they will be successful. They can have this mindset because they are prepared, they are confident and they are passionate about their business.

With this kind of mindset you can rest assured that success is going to happen. You no longer have to wonder if you will be a success. Now the question is when will you be a success? The answer to that is one only time can answer, however, with your new mindset you know it will happen.

To Be Continued...

I know you're pretty fascinated by now but I've got news for you: the fun is still far from over! 😊

This pretty much concludes the end of Volume #1 where the basics have been discussed and foundation have been paved for you to lay your groundwork to Resell Rights marketing success.

Recommended Online 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!

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