

# "How To Make **Insane Profits** Online By Selling Other People's Products"

A special report, focused on the niche of using Resell Rights Products.

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## Introduction

Many people are making a killing by selling information online - especially information that they didn't create themselves- and you may become one of them.

The purpose of this report is to teach you how you too can make profits selling other people's products.

**NOTE:** This is not a course on how to create your own products. If you want to find out how to create Ebooks (or special Reports), you can sign up for my free 4 day eCourse: **"How To Write, Create, Promote, And Sell Your Own Ebook Online"** at: <http://www.ebooks-made-easy.com>

The beauty of working with resell products is that there's nothing to share with others, and you don't need to work on a commission base, like with an affiliate program, that pays you only a fraction of the sale you make.

But don't start the party too soon... :-)

I can not guarantee how much you will earn after studying this report. That will solely depend on the steps that you're willing to take, and how serious you are about starting a resale business.

I can only make it as simple as possible for you by showing you what to do, and more important...

... what **NOT** to do :-)

So, that had to be said, because I don't want you to create any false expectations.

Now, before we continue, I want to point you to a handy tool called the "Ebook Librarian" to keep yourself organized...

One of my biggest problems when I first bought an Ebook collection was that I downloaded everything at once.

I filled up my desktop with folders and files with strange names, and it turned out a complete nightmare to figure out what went where.

The "Ebook Librarian" saved me from that. The program keeps track of all your Ebooks and organizes your files into different categories for easy searching.

You can download a free copy at:  
<http://www.ebooklibrarianplus.com>

Ready? Ok, then let's roll...

Before you start selling an Ebook (or other product) that you bought, you should always check first if it comes with resell rights.

Remember... not all Ebooks have resale rights. In fact, most don't.

Even if you bought an Ebook as part of a resell rights package, and the owner tells you that the product is resalable, triple check to see if the product is really allowed for resale.

Many people blindly take other people's words and confuse and upset people unintentionally because they sold something that wasn't supposed to be.

In general, you can find the legal notice on the first page of an Ebook.

Resale rights come in different ways...

- You can buy a product with resell rights, and then resell the product and not allow others to resell it.
- You can buy and resell a product and allow your customers to also resell it from their own site.
- You can buy a product, and allow anyone who buys it from you to sell it, including selling the resell rights. This is best known as "Master Resell Rights", or also "Generic Resale Rights".

Beside resell rights there's also something called "Customization Rights".

Some products allow you to customize the affiliate links inside the product with your own affiliate links to earn backend profits. Mostly this requires a separate fee.

If you buy "customization rights", you can insert your own profit generating affiliate links in the product, and anyone who buys the product from you and resells it, will help to spread your affiliate links.

You won't find this option often because most authors want to earn backend profits for themselves, and not give them away to you.

Here's a case study...

I wrote my [Web Marketing Explained](#) Ebook with the intention to make it available for free. This would give me the chance to collect the email addresses from my visitors and build an Opt-In list. (Because the Ebook contains affiliate links that pay me a commission when someone orders from them, I make money even while giving it away.)

But then I decided to sell it with resell rights included and offer every buyer the option of customizing the book with **their** affiliate links for an extra fee.

I also set up a pop-up window on the sales page, and gave away a free Ebook to my visitors in return for their email address.

So I won 4 times...

- 1) I made profits from the Ebook sales.
- 2) I made profits from selling the customization rights to the people who bought the Ebook.
- 3) I made profits from the affiliate links inside the Ebooks that other people sold via their site.
- 4) And at the same time I built an Opt-In list via the popup form on the sales page.

So far about the different forms of resell rights.

## **Getting Started**

In this part I'll tell you what you need to set up your online resale business.

What you absolutely must have to run a resale business is a web site and a domain name.

It's obvious... if you don't have a web site, how are you going to make your products available for download, or accept credit card payments from your customers?

So, first you should find yourself some space with a web hosting service.

There are many hosting services online, and they all offer different prices, but I personally use [Bizland](#) to host all my web sites. For a small monthly fee (\$5.95 at the time of writing), you can have a Charter account, with 200 MB of web storage. That's more than enough to get started.

If you select the Value Option you get a massive 500 MB, plus you also get your own domain name. This can be interesting because then you don't have to pay for one, and your domain name will automatically be directed to your web host.

You can also use a free web hosting service if you want, but I don't recommend it. You will not have all the tools and extra services like FTP-access, enough bandwidth, CGI-scripts, multiple email addresses, guaranteed uptime and live support, etc. with a free hosting.

You should also stick with a real domain name.

Or how professional will you look to a potential customer when he sees a link like:

"<http://www.somefreehost.com/anyname/658654/mybook.htm>"

It shouts... **"I AM AN AMATEUR!"** ;-)

These days, domain names have become affordable for everyone, and that's why you should have one.

You can already get a domain name (just like mine: [ebooks-made-easy.com](http://ebooks-made-easy.com) starting from \$8.70 at: <http://www.godaddy.com>

Here are two other reliable services:

<http://cheap-domainnames.com>  
<http://www.000domains.com>

Go for a ".com" or ".net" domain as these are the ones that are picked up first via the search engines. Also choose a name that appeals to your business.

A good name could be "resalerightsprofits.com". -At the moment of writing this name was still available. I may in fact register it for myself ;-)

If you expect to have your website for a while, you can usually save out by registering for multiple years at once.

Next to your web site and domain name you'll need a payment processor to accept payments online.

Many marketers use Clickbank to handle all their credit card and cheque payments.

I'm not going to explain here how the service works, but you can read all about it in the ["Working With Clickbank"](#) Ebook, it is free for download.

Or you can sign up right now for an account [by clicking here](#) You can also use [Paypal](#) to accept online payments. Paypal is widely used by millions of users, and makes it easy to send and receive money through your email address.

The next thing you need is an [autoresponder](#).

Every successful online marketer will tell you that a reliable autoresponder service is absolutely necessary so that you can continue to contact people over and over again, and expose them to your offer/product.

Most people need to see your message at least 7 times before they trust (and order from) you.

In fact, I would rank this higher than getting a web site because you can have people send an email to your autoresponder address and they will be plugged into your opt-in list.

From that list you can just send endorsements for new resale rights products and make sales.

I know many people who make six figures online just from email marketing with autoresponders.

The great thing about having an opt-in list is that you can use your mailing list over and over again.

As your list grows, so will your profits.

With a mailing list you are able to send out multiple mailings to promote affiliate programs, new products, special reports and Ebooks, etc.

And because a mailing list is "ready-to-go" at any time you need it, you can cash in on all the fresh opportunities that come along before the rest of the world gets wind of it...

Here's the [autoresponder](#) service that I use. It allows you to set up multiple accounts, so you can build several lists, without paying for a new account.

Let me give you an example that just happened to me last week.

On a Thursday afternoon I got an email from a business friend who had written a new special report that he sold with resell rights included.

The report was about Ebook marketing, and I knew that quite a few people would know about it by Monday.

So, what did I do?

I bought the reprint rights, uploaded the ready-made web page that came with it, setup my ordering link and sent out a simple and short mailing to my list.

The entire process from the time I received the email to the time I sent out my own mailing was less than 30 minutes.

Many subscribers on my list ordered the report from my web site, and I made \$280 in just a few hours.

Orders continue to come in at the time I am writing this, because I set up the same email message on my autoresponder system.

Do you see how important having that mailing list is?

You can do the same thing yourself...

Write an eCourse or a special report about the subject of your business and give it away via a pop-up form on your web site.

The key is to provide VALUABLE information (kind of like what you're receiving in this report :-)

If you provide your readers with useful content, then you'll find that many browsers will turn into buyers.



Why? Because they recognize that you know what you're talking about.

They see that what you are explaining to them really works and is understandable.

Bottom line: When you help others, they help you.

You need to give away something valuable first to capture leads and build your list.

**TIP:** If you don't know how to write a high-quality report, I recommend [Profit Pulling Reports](#). It's a complete report that walks you through EVERY STEP of the process (including how to write that very first sentence).

(Members of the [Digital Reseller Vault](#) get free access to this report - plus over \$800.00 worth in other products with Resell Rights and Mini Sites!)

In the next part I'll explain what to look out for when you buy an Ebook package so that you don't lose any money, and why it's good to sell a high end product.

## **Resell Rights - The Lowdown**

Ebooks and Ebook packages come in different sizes. If you want to buy an Ebook, and the license says that you can't package and sell the Ebook with any other products, then I wouldn't buy it.

(Of course, I am talking here as a reseller... If you see an interesting Ebook online and find it interesting, then don't let me stop you from buying it. You can learn so much by reading and studying alone.)

Authors who don't want people to package their book with other products, do this because there's less of a chance that their book will get read.

It's understandable.

If you download a package of 50 Ebooks, what are the chances that you will read all those books?

When the author says that you can buy and resell his/her book, but can't sell it below a suggested price then just don't do it.

It's bad business if you do it, and lowering the price will not actually help you to sell more copies.

People want "more value", not "lower price".

Pack on the benefits and bonuses instead!

But here's a word of warning...

It's very enticing for a newbie to hear that they can just take a product and make profits simply by marketing it.

That's why resell rights products are such hot sellers. They promise big rewards with little effort.

Since so many newbies are jumping online to find easy ways to earn an income, their eyes almost pop out of their sockets when they see a site selling "300 products that you can resell yourself and keep all the profit for only 10 bucks!".

No doubt, that IS a great bargain.

But a bargain is not going to make you any money.

If you can't sell one product... how are you going to sell 300 different products?

In my opinion, a majority of products that come with resell rights packages are not worth 1/10th of their suggested retail price they say they're worth.

Ebook marketers like to tell you that you're getting "X" amount of dollars in value for their package.

In many cases, that number is usually cranked up to make the product look more valuable.

Keep in mind to do your own research, and this not only to protect yourself, but also to protect all your customers from any possible complaints, or in the worst case, a lawsuit.

Use your own judgment to decide on the value of a product before you invest your hard earned money to obtain the resell rights for a product.

If an Ebook is valued at \$34.95 or \$97.95, then it would not be bundled with 300 other products and sold for a lousy \$14.95.

It doesn't make any sense.

If the people who sell these products actually believe they are worth the suggested price, they would sell the products individually.

By the way... I never see any of these types of products being sold individually. They are always part of a package or a membership price.

The major reason that people sell their products with master resell rights, is to spread their name so they can make backend profits on it.

A backend profit is a profit that you make after selling to an existing customer.

Example: you buy an Ebook for a low price and then the seller wants to sell you an additional product of more value later.

Front end profit is the profit you make from your first sale to a customer.

In other words... if you make a second sale to the same customer, that's a backend profit.

That is where the real profit is made. If a person buys from you once, they will buy from you over and over again - at least, as long as you deliver the same quality.

## **About "High End Resell Rights Products"**

High end resale rights products are products that you won't find in any type of cheap package.

You will pay a lot more for the rights to sell these kind of products.

**TIP:** Creating a high end product is simple. Members of the [Digital Reseller Vault](#) can use Ebooks or software programs inside the members area to create a brand new package, and then sell it for a high price. I will show you how to do that in detail later on.

I prefer selling high end resell products for several reasons...

- I can charge a higher price
- Some products allow me to charge a separate price for the resell rights (Master Resell Rights)
- There is less competition.
- The product's value will be protected by the resale license.
- The sales page is often of higher quality.
- I can set up an affiliate program and recruit more affiliates to help me sell the product.
- I can set up more joint venture partners if I have a high priced quality product to market. People are more willing to promote a product that pays them well.

A good example of a high end product is the ["Proven Pricing Report"](#) It currently sells at \$124.98.

Of course, I don't sell as much copies as for the \$15.00 products that I promote.

But one sale of the report makes up for 10 "lower" sales.

On the Internet it's just easier to make REAL money selling a killer package, costing \$124.98 (or even \$199 or more) than it is fighting to make peanuts per sale from a lousy \$14 - \$17 package.

What also entices people to buy the report is that they get full resell rights, and the ready made web site.

Offering resale rights motivates people to **ACT**.

They know that one sale will make up their initial investment, and the rest is pure profit, without them doing any work, besides promoting the package.

But that's not all...

The entire package (including the exclusive bonus rights), allows a reseller to make hundreds of dollars weekly in so many bonus ways and even from within some of the products - it's a no-brainer.

If people were to pay me for exclusive ownership rights to this package, I could charge them up to \$1,000.

Don't shake your head... I've seen it happen on the Internet.

However, I wanted to make this product affordable for other marketers who don't have a high end, hot-selling product of their own to sell.

## What A Quality Ebook Package Must Offer

I just told you why it's good to own a high end resale rights product.

Now, don't get me wrong. Some products that come bundled with low end resell packages can be just as good.

But then there are others that are nothing but a waste of your hard disk space.

When I buy products that I want to resell I follow these criteria:

### 1. A minimum suggested resale price.

Time after time I notice products that originally sold well for \$97 up to \$150, which are rendered totally worthless because the authors didn't set a minimum price on their product.

For example the "Confidential Internet Intelligence Manuscript" by Mark Joyner.

One reseller gives this product away for free as a bonus for whatever reason, then other resellers get discouraged because they think; "how can I sell mine for \$200 when this guy is giving it away?".

### 2. The product must be sold as a stand alone product.

This is only to protect the value of the product with resell rights. If a reseller is including it in an Ebook package, I won't be able to easily sell it for a high profit.

### 3. I must be able to change the Mini Site or/and Sales Page.

I always want to be in control of changing the graphics and add my own personality into the sales page.

I don't want to be restricted to using the same sales page as everyone else.

The more you can separate yourself from the crowd, the better.

Bringing a unique offer increases sales. Period.

I also like to test and improve the response of a sales page, and that can only be done if I can change it.

To be honest... I prefer buying products that don't include a sales page.

I know that my competitors are just too lazy to come up with a sales page, so when I create another order-pulling sales page, and add an exclusive graphic to the product, I'm a winner already ;-)

I guess I don't need to tell you about the importance of an appealing eCover.

However... an eCover alone will not sell your product, but it can make your product look more valuable.

When it comes to giving your Ebook the best eCover treatment, you have many options. There are many software tools, as well as a number of designers you can contract to design your cover for you.

Here's a list of some of the best eCover services:

<http://www.ebooks-made-easy.com/ebookcovers.htm>

(Members of the "[Digital Reseller Vault](#)" can modify all the Mini Sites they receive. But in most cases that's not an option, because I make sure that all the sales pages are optimized and fit to sell.)

#### 4. The product must be fresh.

I would never recommend you to promote an outdated product. The newer the product, the less people have seen it.

There are exceptions of course. You can bring an old product to life by giving it a new sales page and add a new graphic.

But there's also some good news...

Some older products may not be promoted anymore online because they have dropped out of the spotlight.

You can often get the resell rights much cheaper for an older product, if you kindly ask the author/publisher.

#### 5. The product must offer value.

There are products that seem to be no more than just expanded sales letters for an affiliate program, making their profits mainly on the resale rights.

Surprising but true... people who buy resale rights to a

product will not do anything with it. They just want to have the ability to resell it when they want to.

The resale rights owner is the one who wins, because if his customers aren't trying to sell the product then he doesn't have to deal with complaints too.

TIP: If you plan to buy a product, go for the master resell rights when available. This way you can sell the product and sell the resell rights as an upsell.

Example: I recently bought the Master Resell License to [Niche Factors](#)

This is a niche product about "niche products". The resell rights for "Niche Factors" was only \$97.00, so I ordered the rights instantly.

I knew that Niche Marketing is a hot market and the suggested retail price is very affordable for people at only \$27.

I also knew that I would sell many copies of the book because my niche is about Ebooks, and how people can sell information products about any subject online, so I couldn't go wrong here.

One other important thing...

I want you to take a minute to [visit the website](#) and carefully study the sales page.

You'll notice that the product focuses on selling based on the content.

That in contrast with products in reseller packages that solely rely on their sales by the simple fact that they have resell rights included.

Here's a lesson learned...

You will only create a proper interest in your product and make sales with it if you can convince people that your product offers unique and valuable content that can not be found anywhere else.

Never forget... it's not about "quantity", but **"quality"**.



## **How To Create Your Own Ebook Package Easy**

The most important aspect for resell rights marketers is that they don't have to create their own product.

So... why not create your own products?

Now you probably wonder why you would create your own product when you're interested in reselling other people's products?

Because its dead simple...

It comes down to bundling some resell rights products together in a unique way, creating a unique angle for selling it and then write a compelling sales page. That's exactly what I did when I created the [Instant Niche Turnkey Package](#).

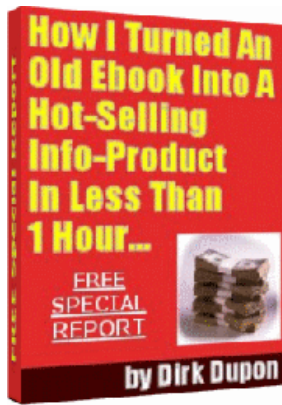
You can use your imagination and create your own theme. The more you niche (segment) your topics, the better your product will sell.

Here are 4 other important reasons to set up your own niche Ebook package:

- You can barter your own package to obtain other resell rights products.
- You can customize your own package for joint venture partners.
- You have no restrictions on how you want to promote your package.
- You can greatly enhance your ability to promote resell products and affiliate programs by offering your package as bonuses.

Another example of a niche package is the [eBay Extreme](#) collection. I searched for some old Ebooks about eBay on my hard disk, checked to see if the content was still up to date, and then I compiled a package from these Ebooks.

I announced the new package to an eBay related Opt-In list that I had built in the past, and started selling copies within minutes.



**TIP:** It's really simple to turn an old Ebook into a hotselling Info-Product. I did it in less than 1 hour, and now this Ebook works like an automated profits generator, without me lifting one finger. If you want to find out how I did it, here's the [download link to the free report](#).

Do you see how it works?

You select some quality Ebooks with Resell Rights about a certain subject, bundle your own package, create a sales page, and wham... there you have another unique product to make profits from.

Print out the following line, and spell it on your PC monitor...

**A Unique Offer + An Attractive Sales Page + A Targeted List =  
SALES !**

You can offer resell rights to your package, barter your package for other products with resell rights, offer your package as an upsell, offer your product as a bonus, the possibilities are endless.

## **The Magic Of Upselling**

You can use Resell Rights products to effectively upsell to your customers and increase your profits dramatically.

Do you ever order a meal from McDonalds?

I'm sure you have noticed that they always ask if you want something extra with your order.

"Would you like fries with that?"

"Would you like some dessert with that?"

Do you ever think of how much extra money this tactic produces for the store?

Let me tell you - lots!

So what does this got to do with the resell rights business?

Well, you can do just the same...

Let's say that you sell a \$47 valued Ebook package. When your customer clicks through to your order page you can ask them for an upsell.

You may give them the option of purchasing an extra product for a special discount.

You could for example offer them a \$47 valued Ebook for only \$17.

That's a saving for your customer of \$30 but also an increase in profits for you - at no extra cost!

This marketing tactic is a real winner and owning the rights to a whole list of products gives you the ability to unleash this strategy for mind blowing profits.

Think about it for a minute.

If you click through to buy a product, and you see an offer like the one above and you know that this offer is only available now - decide whether you want to save \$30 by getting the extra product or just get the initial product you wanted.

Not many people can resist a bargain and many -if not most- will choose to take the upsell.

This is the real magic of resale rights products.

**TIP:** When I started offering a "Gold Promotion Package" for my **"Web Site And Ezine Promotion Made Easy"** Ebook (you can see how I set up the upsell offer [here](#)) many customers went for the Gold Package and my profits increased by 300%...

This is simply amazing - and you know what?

I wouldn't have been able to do it if I didn't own all the resale rights products.

That's another advantage of resale rights products.

You can also create a best selling product yourself... without doing any writing easy and affordably.

For instance... you can get the content for your own Ebook by:

-Hiring a copy- or ghostwriter.

Keep in mind when you're hiring a copywriter that they should provide you original content and not just copy and paste from web sites. A good rule of thumb to go by is \$5 per 500 - 1000 word article.

Remember that the initial investment that you make for any type of product that is downloadable, will pay you over and over again without any extra costs.

(If you'd like to know what to look out for when you hire a ghostwriter, you should get a copy of the [Ghostwriters From The Inside Out](#) report.)

Here are some freelance sites where freelancers bid for your work. It doesn't cost you a penny to find out how much it costs to have something produced.

<http://www.elance.com>

<http://www.guru.com>

<http://www.scriptlance.com>

<http://www.designoutpost.com>

<http://www.getafreelancer.com>

- Gather articles and compile them into an Ebook.

It is perfectly legal to gather articles that you find for free and place them in Ebooks that you sell or give away.

Just contact the authors of the article and tell them that you want to use their article in an Ebook. Most authors will appreciate this.

I prefer this method because it doesn't cost any money. Make sure that the articles contain quality information so your readers will not be disappointed.

As long as your Ebook delivers what you promise in the sales page, you'll be ok.

If you're afraid of selling information that is available for free, let me tell you that people pay not only for information but for convenience.

They don't want to wade through tons of crappy content to find good content.

If you can find good content for them, then they will reward you with a "finder's fee".

Here are some places where you will find articles:

<http://www.ideamarketers.com>  
<http://www.articlesubmissions.com>  
<http://www.authorconnection.com>  
<http://ezinearticles.com>

- Interview experts and create an Ebook.

This is another easy way. There are many products currently selling interviews of experts.

The good thing is that most people who market online will feel proud to contribute to an Ebook.

I know I do ;-)

The trick is to be original.

People get excited over new products that they can resell, because they are tired of seeing the same products circulating around.

If they hear about a new product with resell rights, it will really catch their attention.

**TIP:** In [Resale Rights Secrets](#), Ewen Chia interviewed 19 experts on resell rights marketing. I highly recommend you to get a copy. You'll discover amazing secrets and powerful

strategies to outsell your toughest competition -especially if you're selling the exact same products as them!

This is the end of the report.

I hope you learned something from it...

... and if you did, don't forget to APPLY what you have learned.

Many business owners read a lot, but then forget to implement the new ideas in their business.

But of course you are not like them, right? ;-)

Anyway, thanks again for letting me be with you all the time, and I wish you all the best with your own resale business!

Best regards,

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