

Resell Rights Secrets

The Quickest Way to Start Your Own Info-Marketing Business

by Derrick Van Dyke

<http://www.SurefireProfitSystem.com>

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Table of Contents

INTRODUCTION	1
WHY RESELL RIGHTS?.....	1
CREATE YOUR PRODUCT	3
STEP 1: PICK A FLAVOR	3
STEP 2: DECIDE HOW YOU'LL OFFER YOUR PRODUCTS	5
STEP 3: SELECT YOUR PRODUCTS	5
STEP 3: EDIT THE PRODUCT.....	7
STEP 4: EDIT THE SALES PAGE.....	9
STEP 5: PACKAGE THE PRODUCT	10
ACTION STEPS.....	14
EXPAND YOUR PROFIT POTENTIAL	15
OPTION 1: OFFER RESELL RIGHTS	15
OPTION 2: OFFER BRANDING RIGHTS.....	16
WRAPPING UP.....	17

Introduction

It can be intimidating to think about creating information products from scratch, especially if you're not a great writer or an expert on your chosen topic. And even if you are a great writer, you may not have the time or expertise to create a product yourself.

Well, don't worry. There is an easy way to create info products without doing all of the work to create it? That's what *resell rights* products are all about. They let you acquire rights to a product that somebody else created. They put in the sweat, but you get the reward.

Why Resell Rights?

I can't say that offering a product created by somebody else is a slam dunk, but there are several reasons why it could be a great option for you:

- **It can save a ton of time.** Creating your own product does indeed take some time. I'm going to show you how to shortcut the process, but you'll still have to do a little work. A resell rights product can decrease the work required. It also typically saves you time in assembling all of the pieces and parts you need (graphics, ebooks, sales copy, etc.)
- **It can be relatively cheap.** If you create your own product yourself, you might not spend much money for it. But if you outsource the work, it can get expensive quickly. An ebook and sales letter, for example, can easily cost you thousands of dollars. A very good resell rights product might cost you a couple hundred, if that much.
- **It adds to your material library.** Whenever you buy a resell rights product to sell, you're adding to your library of material. As that library grows, so does your list of options for assembling products from it. That's a great way to make your future product creation easier.

Okay, so why wouldn't you do it? There are several things to consider:

- **It might not be unique.** Even if you purchase the right to change just about everything in the product, it's still not entirely "yours", because other people probably bought the same product. But I'm

going to show you how to customize a product and make it unique so you'll stand out from the crowd.

- **Good quality can be hard to find.** I'm going to point you to some reliable sources, but there's a lot of junk out there. If you buy crummy material, you'll waste money and probably end up spending time or money to "fix" it...which kind of defeats the purpose.
- **Changing the material takes time, and maybe money.** Even with high-quality stuff, you may want to change the graphics, rewrite the sales copy, and so on. If you make extensive changes, have you really saved much by starting with an existing product? Maybe, maybe not.

Still, taking all of those things together, starting with a resell rights product can indeed give you a head start on getting your product out there.

In this report, I'll walk you through a simple five-step approach for using resell rights of various types to develop "your" product very fast. Yes, it'll take a little work, but probably far less than you're imagining right now.

Do NOT assume that creating your own product has to take you years, or even months or weeks. And don't assume its "hard" in the way you're thinking it might be.

I've found in my own business that creating a product is actually quite simple if you have the right mindset about it. The key to that mindset is to use what's available to you to make the product creation process faster and easier. If you keep that in mind, you'll be set.

Let's start with the simple way to use other people's products to give you a jumpstart.

Read on...

Create Your Product

There are five types of resell rights that you can purchase. Each has their advantages and some require more work than others. But if you want a truly unique product, PLR is usually the best choice.

Step 1: Pick a Flavor

Resell rights products (they're sometimes called *reprint rights* or *resale rights*, so don't let that confuse you) come in several flavors:

- **Basic Resell Rights (RR).** You have the right to resell a product and keep 100% of the profits without paying any royalties to the creator of the product. However, your customers can not resell the product to anyone else.
- **Master Resell Rights (MRR).** You have RR and you can sell the rights to your customers. Which means your customers can in turn resell the same product to their customers. The MRR can either be bundled together with the purchase of the product or purchased separately.
- **Private Label Rights (PLR).** You have MRR and the right to modify the product in any way you want! You can put your name on it as the author, change the content, and treat the product as if it were your own creation. However, in most cases, you cannot pass on the PLR to others.
- **Giveaway Rights (GR).** You can give the product away for free or sell it for profit. These are usually short reports that were created for the sole purpose of distributing to as many people as possible, which is called *viral marketing*.
- **Branding Rights or Re-Branding Rights (BR).** You use a special software tools to brand the report with your affiliate links, so when you give it away, you will earn a commission when someone purchases a product through your affiliate link. BR can apply to RR, MRR, or GR.

Each resell rights product comes with its own license. So you'll want to check the terms before you start selling.

WARNING: There is a LOT of junk resell rights stuff out there, especially of the PLR flavor. So take the time to examine each product and only sell quality content. Remember, your reputation is at stake!

Which type of resell rights is best? There are advantages and disadvantages to each flavor, but PLR gives you the largest number of options, so I strongly recommend it. Here are some advantages of PLR:

- You can sign your name as the author
- Because it's "your" material, you can brand yourself as the expert
- You can (and should) include your own affiliate links

But PLR does have some disadvantages:

- Quality content is hard to find
- It's time consuming to re-write material if it needs heavy editing (and low-quality stuff often does)
- It's expensive to outsource the editing

You won't find quality PLR for cheap prices. But I've found some pretty good stuff for decent prices. You just have to sift through a lot of sand to find the golden nuggets.

Another thing to keep in mind is that selling outdated products or products everybody else is already selling will keep you from getting JV partners to promote for you. You need to find fresh new products to sell and be one of the first to the market. Before you go find them, you need to do something important...

Step 2: Decide How You'll Offer Your Products

You have two main options:

- You can offer a product by itself, as a standalone offer (perhaps with some additional resell rights products as bonuses)
- You can offer a steady stream of resell rights products as “turnkey packages”, perhaps via a membership site

Either approach has advantages, and you can easily start with the first one and move to the second one over time. In later steps, I'll describe what you'll need to do to prepare a single product for resale...but you'd use the same approach if you offered a steady stream of them.

Offering a stream of turnkey packages lets you “flip” products. You can offer rights to fresh new products on a regular basis, and your existing customers will buy almost everything you sell because they're always looking for new stuff to sell too (until they find your source, so mum's the word!)

If you choose to do that, you'll need to apply the next several steps to each product to create each of the turnkey packages you offer. You also should consider adding to your offer with things like free hosting and installation.

That's not as intimidating as it sounds. Just get a hosting reseller account and offer free hosting for 90 days or a whole year. Then hire an expert to set up the reseller site for your customers (you can easily find freelancers to do this for \$15-30).

If you offer a limited number of resell rights licenses (25-50) to a turnkey package like that, you can easily sell them for \$197-297 each!

Okay, now on to selecting good products...

Step 3: Select Your Products

Here are a few websites where you can find new, high-quality products:

- [Resell Rights Express](#). This is a great place to find the newest products, and each one is thoroughly evaluated and checked for completeness. Every product comes with a sales letter, download page, and a registration page to capture customer leads. The only

drawback is that not all license come with rights to add the product to a membership site, if that's what you want to do. So you won't find *everything* there...

- [Maximum PLR](#). This is an exclusive membership site where you get a new product with PLR every month. Each turnkey package comes with a video series, PDF ebook, complete graphics package, and a matching blog theme. *Hint: you could turn around and create your own membership site and sell MRR to these products.*
- [PLR Gold Videos](#). This is where you can get 10 turnkey packages with PLR for a one-time payment. Make sure you read the license terms because you can only bundle two products at a time and/or add two products to a reseller membership site.
- [Nicheology](#) is one of the best sources for PLR content I've ever found. Paul Evans has made a reputation for himself by offering excellent material, and this membership site is no exception. The material is great, and you'll get fresh stuff every month.
- [Infogoround](#) is another great place to get PLR content, and you can't beat the price. They have a huge library of PLR articles you can use however you want, which includes assembling them into killer products. What really sets Infogoround apart, though, is their turnkey packages.
- [Instant Private Label Videos](#). This is another membership site that offers private label videos every month. They come with a complete website and sales letter. You sell resell rights and/or add them to a membership site. You can also bundle them with other products.

It's very easy to scarf up resell rights material and just assume it's good. Big mistake. I strongly recommend that you read the material thoroughly before you use it, and that you use any "how-to" product or software product before you consider reselling it. Here's why:

- **Your reputation's on the line, so make sure you're not offering junk.** If you resell garbage, you'll get that reputation and your sales will suffer. It's always been true that people buy from people they trust. Don't sacrifice trust because you're too lazy to review what you're selling.
- **It's just good customer service.** If you don't review what you're selling, you might give people software that doesn't work, or ebooks

with sections missing. If you take the time to make sure the material's complete and that stuff works, your customers will love you for it.

- **Your experience will help you sell.** If you've used a product, you can get behind it without reservation. That will come across when you're selling it, which will help you close the deal.

Once you have a product you think will be a winner, it's time to make it "yours".

Step 3: Edit the Product

What you can edit depends on what kind of rights you buy:

- If you buy most other kinds of rights, you can't edit much at all—you'll be selling the product "as-is".
- If you buy PLR, you can pretty much edit anything you want, including putting your name on the product as the author.

Assuming you've got some PLR you can edit extensively, here are some things to do:

- **Put your name on it as the author.** Hey, you paid for this privilege, so use it! This stamps it as yours, and it's such an easy step with a lot of upside reward.
- **Format the text.** Change the margins to add a bit more whitespace if the text is crammed in. Make sure the font is readable, but not crazy big. Underline or bold important points, but don't overdo it. Make sure the pagination doesn't reduce readability. Those small cosmetic changes can make your product seem immensely better.
- **Add graphics within the text of an ebook.** This adds value, because it illustrates concepts. Don't just throw graphics in willy-nilly, but if you can find some that illustrate what you're talking about, it can make a book a better read.
- **Break it into sections and add bold headings.** This helps your reader by splitting the text into bite-sized chunks. You'll have to make up the headings, but that's not too hard—just describe the main topic of the section in as few words as possible.

- **Consider adding a *Recommended Resources* section to ebooks...**if there's not one there already. This not only gives you another chance to sell, but also makes things convenient for the reader.
- **Change the title.** Remember, other people bought this stuff too. Only about 10% of buyers will do anything with the material, but if that's 25-50 people, others will be selling it with the same title you are...unless you change it.
- **Rearrange the material.** This makes your product different from anybody else who's selling the same material, and it takes very little work to do. You'll probably have to edit some transitional material in an ebook, for example, to make sure things flow with new order, but it's a lot better than starting from scratch.
- **Add new material.** It doesn't have to be a ton, just enough to make your product unique. For example, you might add a case study, or another chapter to an ebook.
- **Add Affiliate Links.** Sprinkle your affiliate links throughout your ebook and in the Recommend Resources section in ebooks—it's easy to do, and a natural fit. For videos, you can weave your affiliate links into the presentation as you go (such as showing a link on the screen that people can type into a web browser), but you also can add Recommended Resources to the end of your video that presents your affiliate links, or provide a companion document that lists them.

Remember, affiliate links are another source of passive income for you when you create a product, so don't forget them!

Outsource What You Can

Editing is something you can outsource most of the time, especially for ebooks. Certainly consider it as a time-saver.

All you have to is tell a freelancer what needs to be done. You'll pay for the work, of course, but you'll save a lot of time, and the results might be (often are) better than you can do yourself.

If you decide to outsource, try to find an expert in your market who has written about the subject before. At www.Guru.com, for example, you can

search for Pros by keywords in a specific industry. You can do something similar at www.Elance.com.

You might also check out a service like <http://www.ghostwriteranon.com>. They can write pretty much anything you need, and they specifically do PLR rewrites for reasonable fees.

Step 4: Edit the Sales Page

It's unfortunately true that many PLR and other resell rights products come with lousy sales copy. In most cases, though, you can edit the copy, so you can fix the problems.

To find out how to write winning sales copy (or adapt the ideas to editing copy to making it better), check out Module 10 of this course. It's a complete tutorial on the sales copy writing process.

But here are some things you'll probably want to adjust:

- **Change the headline.** Headlines sell. The “off the shelf” headline often doesn't focus well enough the key benefit of the product, so reusing it is likely to cost you sales. Ask yourself, “What's the BIGGEST reason people will want this?” That benefit is what goes in your headline.
- **Consider changing the flow of the copy.** Your copy should pull a reader through, naturally leading from section to section. If it feel sort of disjointed, consider adding some bits to make it flow better, or even rearranging what's there to make it stronger.
- **Change the highlighting.** Some sales copy really overdoes the yellow highlighting and/or the emphasized text (bold, italic, underlined). I suggest reading just the highlighted material to see if it presents a coherent sales message on its own—that's the goal. If it doesn't, or if it there's too much highlighting/emphasis, edit to make it right.
- **Strengthen the guarantee.** If the guarantee is weak, it could cost you sales. If you're selling your product through ClickBank, you have to offer an eight-week guarantee and you don't have much choice about it (so increase the guarantee period if the copy you bought has a 30-day guarantee, or something shorter). You'll also want to give

your guarantee a name. You might call it the “Make A Mint Or Pick My Pocket Guarantee”. That personalizes the copy.

- **Beef up the call to action.** Most copy you buy falls flat at the end. I strongly suggest that you spend a little time making the call to action stronger. Come up with a great urgency factor to get people off the fence, and use emotional language to encourage action (don’t overdo it).
- **Get new graphics.** Just like the original title, many people will use the original graphics. Why not look different and stand out? You can get some great graphics for not a lot of money at places like:
 - <http://www.minisitegraphics.com>
 - <http://www.myminisitegraphic.com>
 - <http://cheapminisite.com>

Those changes aren’t hard to make, and they’ll improve almost any copy you buy with a resell rights product.

Step 5: Package the Product

Once you’ve edited a PLR product, it’s time to get it ready to deliver. Here are some things you might consider doing:

- Change file names to be more obviously descriptive (assuming that won’t invalidate anything inside the product, such as a reference to a specific file name you’re changing)
- Reorganize files so they’re easier to find and check the links to make sure they work
- Add a *ReadMeFirst* text file to explain any installation instructions
- Use a tool like WinZip (www.WinZip.com) to compress the files so people can download them easier and faster

Once you have your content edited, it’s time to create it for your final product. This isn’t really just about ebooks—it’s the same for any written material you want to include in your product.

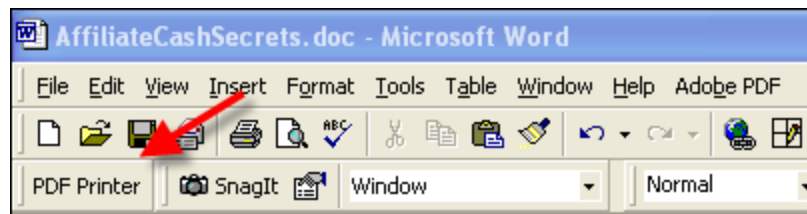
You'll need to convert written material to a PDF document so anyone can read it on any computer.

Note: If you're selling a basic resell rights product (not PLR), you won't have to do this, because your product probably already comes as a PDF.

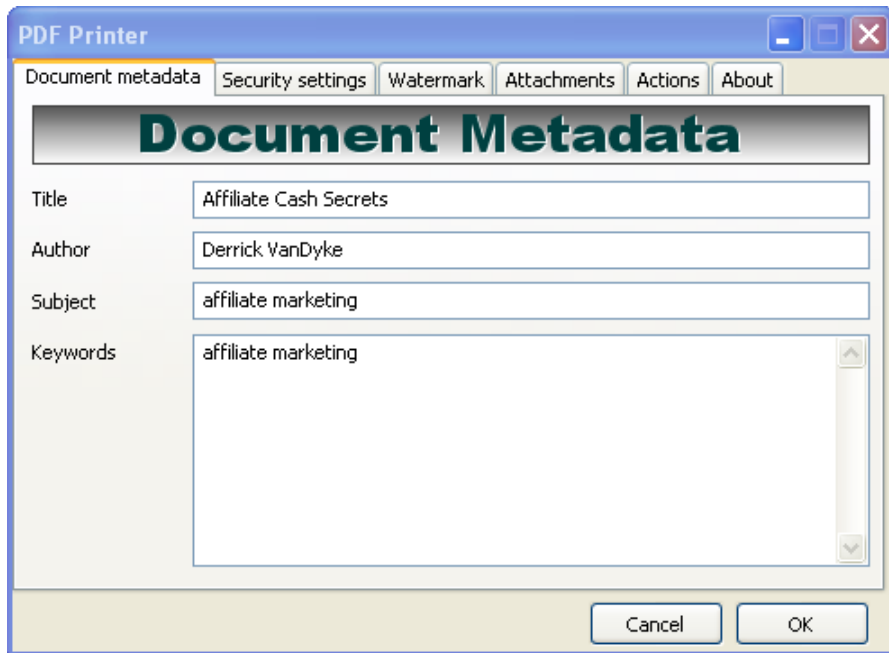
To create a PDF document, you'll need a good PDF converter that will hide your affiliate links and protect your documents. I have been using Adobe Acrobat for years and it works great. But it also costs \$299!

Sean Kelly recently created an excellent alternative called [PDF Printer](#) and it's about \$250 cheaper. It's actually easier to use than Adobe Acrobat.

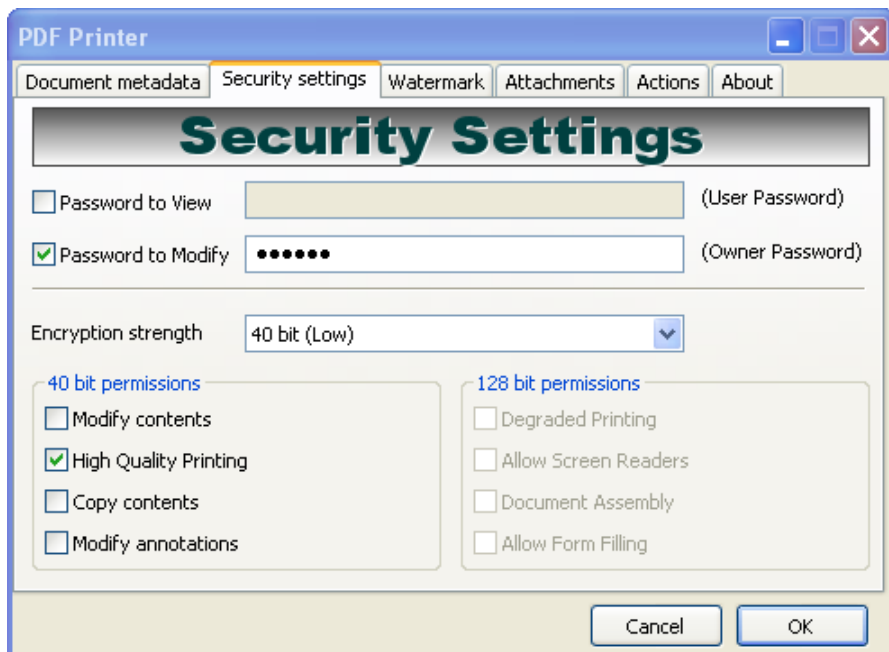
After you install the software a new button will appear on your toolbar, like this:



When you're ready to convert your document, just click the button. A dialog box will appear:



Fill out the form and click OK. That's the basic procedure. But you also have the option to add some security to your PDF to protect it. You'll see your options on the Security settings tab, which will look like this:



Notice that I checked Password to Modify and entered a password. This will prevent from modifying or copying your content. I also checked High Quality Printing to allow people to print.

That simple tool is all you need to create as many high-quality PDF files as you want.

But if you're not worried about password protection, you can use Word or Open office to convert your PDF. There is also an online service at www.YouConvertit.com that is very simple and free to use.

Packaging Things Up

If people are going to download your product, you'll want to package it in a compressed format, like a ZIP file. This will reduce download times and make customers happier. You can get a free trial of compression software at <http://www.WinZip.com>.

When you package things, make sure the result is something you can understand. If you get it, odds are good your customers will too.

For example, a simple thing to do is to put all of your files in a folder with the name of your product. That way, when somebody unzips your product to his hard drive, it'll end up in a folder that's clearly named.

And put files in sub-folders that make good sense. If somebody unzips your product and can't find things, that's a recipe for customer support headaches and refunds.

One last thing...

I strongly encourage you to create a simple text file with basic instructions and put it in the main folder for your product. Name it something like *ReadMeFirst.txt*. It might say something like this:

Welcome to [your product name]!

Since you've unzipped the files, you already know how to do that. Here's what you'll see after you unzip...

[description of the files in your package]

Start with [the file to start with] and everything should be clear from there.

If you have any questions, don't hesitate to contact us at [your support email address].

Thanks again for your purchase and I wish you the best!

To your success,

[your name]

Action Steps

There are five steps you need to take to sell resell rights products:

- **Step 1: Pick a flavor.** There are several types of resell rights, and you get to choose. Take a good hard look at PLR, though, because it gives you the most editing flexibility, and you get to put your name on the product to build your brand.
- **Step 2: Select your products.** I gave you several sources to use, and they all offer great quality. Remember, I strongly advise you to examine each product thoroughly, and ideally use it yourself before you sell it. That will help your sales, and increase your customer satisfaction.
- **Step 3: Edit the product.** I gave you nine tips for editing your product to improve the perceived quality/value, and to make it unique.
- **Step 4: Edit the sales letter.** Five relatively quick changes are all you need to make to transform ho-hum copy into a profit engine.
- **Step 5: Package the product.** Make sure it's organized well, and that everything that's supposed to be there actually is. Then zip everything up and you're ready to roll.

Reselling products is a great way to get started quickly, and it's also a great way to make money. Once you have everything packaged up, you want to think about how to expand the profit potential for your offer.

Expand Your Profit Potential

Offering a product seems pretty straightforward, doesn't it? Actually, it is, but most people make a mistake when they take the easy route—they forget to maximize their income.

Now that you've done the work to create your product, it's smart to think about ways you can leverage that work into more income without extra effort. Let me give you two easy ways to do that...

Option 1: Offer Resell Rights

You can offer resell rights to your own product! This has the advantage of letting you charge more since people can get more value out of what they're buying (by reselling it themselves).

This can get a little tricky, because you can lose control of your product if you sell a lot of licenses, especially with MRR.

As a rule of thumb, you can sell rights to your product for roughly three times the cost of the product. So if you're selling your product for \$17, you could sell the rights for \$47.

If it's a limited offer (such as you're only selling 50 licenses), then you can get top dollar, and it's easier to sell. And it somewhat protects your intellectual property, because you won't have 3,000 people selling your stuff.

What kind of rights should you offer? BR is an option, but it's a bit of a special case and I'll talk about it later. In most situations, your choice is between RR and MRR.

RR is a nice option because it gives you more control. People can buy your product with RR and resell it, but they can't pass along rights to people who buy from them.

Tip: You can sell RR to your product and then add a link inside the book back to your site to sell RR to your customer's customers. In other words, your customers don't have rights to sell rights—only you do.

Remember, MRR means your customers can sell the rights as well, which can mean more value to begin with. But it can quickly go viral and devalue the product when everybody and their grandma is selling it.

However, if you have some good backend products in the ebook that actually convert into sales, then MRR may be a good option.

Option 2: Offer Branding Rights

You can charge even more for BR, because it gives your customers the chance to brand the ebook with their own affiliate links. That lets them make money off of your backend products.

To make your product brandable, you need software called [ViralPDF](#). It comes in three different flavors:

- **The Classic Edition.** This is the cheapest edition and it lets you brand regular text links (like *www.SomeSite.com*), anchored text links (like *Click Here to Download*), and regular text (like *This report brought to your by [YOUR NAME]*). The drawbacks are that it's harder to work with and you have to distribute a separate branding too with the signed PDF document.
- **The Personal Edition.** This is the new version, and it's easy to use. Just load a PDF document and select the links that you want to be brandable. It outputs an EXE file that you distribute to your customers. They simply run the brander, enter their affiliate links, and then create the branded PDF. The drawbacks? It's a little more expensive and it doesn't brand custom text (like your name). It only brands hyperlinks.
- **The Silver Edition.** This is the best...and the most expensive. It works like the Personal Edition, but it also brands custom text.

Tip: You could sell master rights to your customers and sell branding rights to their customers. This will make your book spread faster and lead other people's customers back to you!

Once you have your product packaged up, it'll be ready to sell from your website.

Wrapping Up

Now you know how to use resell rights to create your own unique product.

I showed you five steps for doing that. I showed you how to simplify the process and save you a ton of work offering resell rights products of various flavors.

Never forget the right product creation mindset:

Use what's available to you to make the product creation process faster and easier.

As I said in the beginning, creating your own product is not “hard” and it doesn't have to take you months or years, or even weeks.

Creating your first product will almost always take longer than later ones, because you're learning how to do it. Once you've done it the first time, creating subsequent products becomes increasingly easy. I've personally created products in a day or two. You won't start there, but you'll get there.

Thanks for reading...



Recommended Resources

- [Resell Rights Express](#)
- [Surefire Profit System](#)
- [PDF Printer](#)
- [Viral PDF](#)