

Written & Published by: *Steve Wilkins*

Build Your eBiz with Resale Rights and PLR

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About the Author

Hi my name is Steve Wilkins, I live in the South East of England and I am a full time Internet Marketer.

Before I discovered the exhilarating world of Internet Marketing I had been a fully qualified chef and then an accountant so you could say I dabbled a bit before discovering my true passion.



My entrance to the Internet Marketing world was a bit by accident to be fully honest. I was fed up at work one day, and was browsing eBay looking at businesses for sale when I came across an eBook on how to start your own online business. So without a second's hesitation I bought it for around \$2 and later that night I read it through cover to cover. Although a lot of the ideas were very outdated it did lead me to click on a link contained inside for the Warrior Forum. This is where my Internet Marketing adventure began.

After meeting plenty of likeminded individuals in the Warrior forum I started to make Internet Marketing contacts, and one of them pointed me towards the direction of John Thornhill at [PlanetSMS Mentorship Monthly](#).

John is a top Internet Marketer, who has helped many individuals succeed with their online businesses before me, and within a week I was enrolled on his Internet Marketing Masterclass Programme. Since then I have quit my accounting job, set up my own Internet Marketing Blog, resold hundreds of resale right products, released my weekly IM newsletter offering my news, tips and reviews, and steadily built up a massive list of subscribers.

I now make a full-time income from the Internet and would like to share with you my secrets of using Resale Rights Products to build a steady and passive income for life. It really is simple when you know how.

Anyway that is enough about me for now. What I would like you to do first is make yourself a nice cup of tea, or beverage of your choice, and find a comfy quiet place to settle down and read through the contents of this eBook with me. Grab yourself a notepad to take down any interesting points you want to remember as you go.

Okay, ready? Right then, let's get started.....

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Important! Your Bonus eBooks

With this eBook you will see that I have included several bonus eBooks and software along with worksheets for you to read and complete. I would like to make absolutely clear that these eBooks are not any old rubbish that has been included just to make a sale.

These Bonus eBooks and software have been specifically targeted and chosen by myself because they all relate directly to the theme of this eBook. Let me explain.

Over the course of this eBook you are going to learn how to use Resale Rights and PLR to build your very own e-Business. Not only that, I shall be sharing with you my tips and secrets to help you pull ahead of the competition and earn more money with your e-Business. I have included the bonus eBooks to directly support this one and help you start and enhance your own e-Business.

For example, in the bonus eBook collection you will see I have included 'JV Pro' software. This is because I talk about the importance of contacting JV partners to do business with and this software will make it easy for you to send out multiple JV emails at the click of a button as well as managing your JV list for you.

I have also included an eBook on how to grow your mailing list 'Build Me a 50,000 List Fast'. This is because I want you to build a mailing list for which you can leverage your products too and make even more money.

So I must stress how important it is that you read these bonus eBooks after you have finished this one. Read this one first, several times if you need to, whilst taking notes throughout. Then read the bonus eBooks I have included to help you set up, maintain, and enhance your e-Business.

The worksheets I have included have also been specifically designed by myself to help you understand your goals and organize your e-Business, so please take the time to complete them before or after reading this eBook.

Best of luck!

Introduction

Get ready to take action! Reading this eBook is just the first step towards creating a **passive income for yourself and your future success**. I would advise you to keep a pen and notepad nearby to record your thoughts and ideas as they come to you.

So, now that you've heard about Resell Rights and PLR you're probably wondering what this new opportunity is all about and how you can get in on the action. I know I was when I first discovered the might of Resell Rights and PLR.

Most top marketers today use Resell Rights & PLR material to boost their income, add spikes to their traffic, and build their mailing list. And they can very well be your leverage to your next breakthrough in Internet Marketing. But only if you understand them first!

So where to begin?

I think it is really important to understand the different types of licenses you can come across when purchasing eBooks and material, as this will ultimately decide what you can and can't do with certain material, and can very well stop you from purchasing a load of rubbish that you cannot re-use. Unfortunately many Internet Marketers tend to skip past licenses with Resale Rights and PLR material, and this can lead them into hot water and even leave them paying massive compensation fees to the owners of the material.

But don't worry! I will cover the different types of licenses here today in this eBook and set you up so you can confidently and competently use your material in the best possible manner and for the highest possible profit margins.

But to start with I think we should take a chapter to explore you and your attitude towards making money online.

It's really easy to dive head first into all the facts and figures of an eBook without actually understanding why you are reading it in the first place.

So I would ask you be a little patient with me here and take the first chapter at your own pace, so we can delve into some of the myths surrounding online marketing and making money online, and we can get a clear mindset of where this journey is going to take you ☺

This is not the full eBook!

You are reading the leaked bonus chapter of the Build Your eBiz with Resale Rights and PLR.

The Full Business Package of Build Your eBiz with Resale Rights and PLR includes 29 How-to videos showing you how to set up your own online resale rights and PLR business from scratch, including all the worksheets and a ton of bonus products.

To purchase the full business package...click below for more details.

[CLICK HERE](#)

Now sit back and enjoy your bonus chapter 😊

Regards,

Steve.

How and where can your sell your Resale Rights products?

Using the right approach from the offset could mean the difference between you selling hundreds or thousands of copies of your resell /PLR product. So let's run through some of the options you may have at your disposal for listing your product for sale.

EBay

There are many advantages to selling with eBay, some being that it is quick and easy to use eBay's Turbo Lister to list many items at one time and schedule when they go for up for sale.

If you have resale rights to several hot topic eBooks that allows you to duplicate them on CD or DVD then you can spend just one hour listing the eBooks over and over again on Turbo Lister, and just schedule the time you want them to go live for sale.

You could have 100's of eBooks up for sale within an hour all bringing in a steady amount of money, and all you have to do is worry about the packaging and shipping. And, let's be honest, it's not too difficult or time consuming to package CD or DVD cases. You could even do this in advance so all you have to do is choose the relevant CD/DVD product you have sold and post it straight out to your buyer.

Steve's Top Tip: Make your eBay packaging stand out from the crowds & add a compliment slip offering further products or services

If you decide to go down the eBay route of selling your Resale Rights products then you can stand out from the rest of the eBay sellers by paying attention to your packaging.

Purchase some inexpensive DVD cases in a bundle and add your CD/DVD to it, but on the left-hand side add a small compliment slip thanking the customer for their business and offering other related products or services you have. This works great for repeat business and you may find that you sell your info products to them over and over again.

Alternatively you can create a welcome page on the CD/DVD in which you offer your Resale Rights Products. Here you can create a menu without actually altering the product in any way, and simply add links to your website or other offers where you can make a back-end sale.

Note: Make sure the other products you offer are related to the product they have purchased. For example, there is really no point offering a link to 'specialist dog collars' if they purchased an eBook on 'the secrets of list building'. Also, make sure you include the relevant rights to your package.

Your Website

If you already have a website set up then you have already have a fantastic storefront for your products. Get the graphics and sales pages right and they could be flying out of your hands quicker than you can distribute them. You will, of course, require targeted traffic to your website to convert into sales. If you have this then you're already winning.

The beauty of selling from your own website, as opposed to selling on eBay, is that you do not have to package and ship your products; they can be delivered digitally. This dramatically saves on your expenses resulting in more profit for you.

If you have a website but don't as of yet have any real traffic flow, or any real targeted traffic, may I suggest Total Web Traffic (or TWT as I refer to it). This is a site I personally used to start driving traffic to my website.

TWT offers tips from the inexpensive to the expensive but all being extremely effective. They have easy to follow video tutorials, and free downloads, such as squeeze pages and thank you pages.

You can find them at [Total-Web-Traffic](#)

Steve's Top Tip: Generate traffic to your website for FREE

Write articles for ezine sites and submit them to directories, making sure you include a link back to your site. Ezine articles have the potential to be seen by millions of people across the internet.

Post on blogs related to your field and leave your website address at the end of the post.

Upload a video to [YouTube](#) promoting your site and features, this can have a fantastic viral effect which can lead to a massive amount of traffic for your site.

Market your site in forums related to your field, but please read the T&C's first to make sure you are allowed to promote in that forum.

Use your knowledge to answer questions in your field at [Yahoo Answers](#) and plug your site.

Your opt-in list

If you have a developed list of subscribers then you have an absolutely fantastic opportunity to market your products to a responsive list. If you haven't thought about building a list yet then there really is no better time to start.

What will you need?

Domain and hosting to create your very own blog – this gives you a great opportunity to build a relationship with prospects and turn those prospects into customers. It also provides you a base with which to build your list. [D9 Hosting](#) offer fantastic rates for domain and hosting and the support there is excellent.

You will also need a reliable auto-responder, which can hold, store, and automatically send emails and promotions to your list of subscribers. There are many free choices out there but in my experience they tend to do more harm than good. If you want a reliable auto-responder with tons of training videos and fantastic support then may I suggest [Aweber.com](#).

Check out my bonus eBooks included in this package, they will provide you will all the information you need to start setting up your own blog and email list with which to sell your products.

The Warrior Forum Special Offer Section

This is an incredibly popular forum, in fact probably one of the most popular Internet marketing forums in the world, so what better place to get involved and talk about your products? And if you qualify – you can promote your products to thousands of potential customers in the [Warrior](#) special offer section.

Contact potential JV partners

Have you already started networking within your chosen field/niche? If not there really is not better time to start. And with the Internet providing the most instant hands-off approach to networking known, why not make a start straight away.

Let's say you are ready to start selling your Resale Rights Info Product on Dog Training (just to pluck an idea out of the air). What's to stop you emailing several large online specialist/companies that deal with dog related products and offer them a proposition of joining forces to sell your product?

What's in it for them?

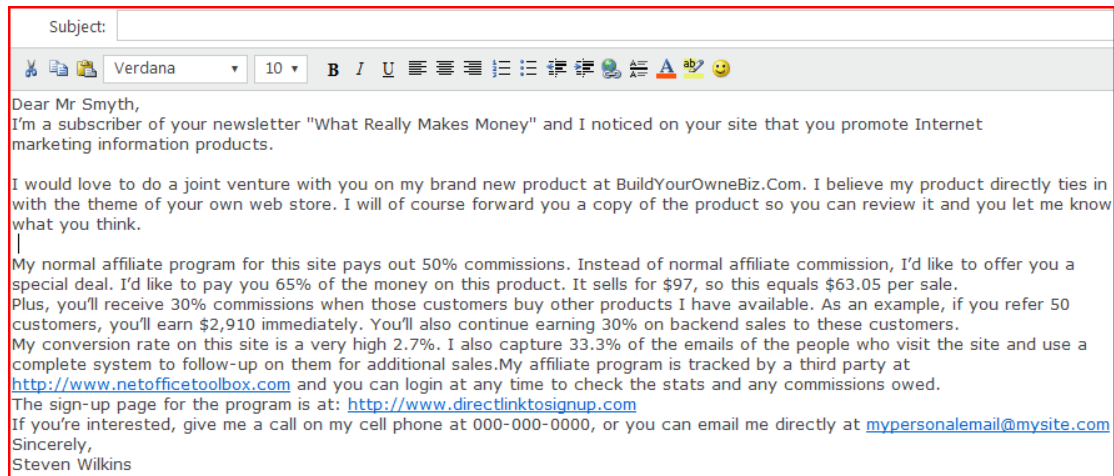
Well that's really up to you, but 50% commission on all sales sold through their website would be a good start. Some seller's like to offer higher commissions like 60, 70 or even 80%. Why?

Well it's simple, would you rather have 20% of something or 50% of nothing? Some of the big online stores have tremendous amounts of traffic coming through their site, so in turn have the potential to sell thousands, if not hundreds of thousands, of your product. And remember, the beauty of selling a digital product is that it never runs out, and packaging costs you nothing so remember this when making an offer to a potential JV partner.

You may need to offer a higher commission base but the rewards will often well make up for this offer.

Just imagine a JV partner selling 10,000 copies of your Information product at \$9.99. You offer them 80% commission on the sales made. You take only 20% of these sales. That's \$19,980 in sales in your pocket. As I said earlier, it's better to have 20% of something rather than 50% of nothing.

Example of an email you might send to a potential JV partner



ClickBank

Click Bank offers you the opportunity to have affiliates selling your product for you. How does it work? Well first you will need to sign up with ClickBank.com which is very simple and will only take a few minutes

There are two different accounts you can sign up for with ClickBank. The first is an affiliates account, which is free and you can use it to promote other sellers products for a commission.

The second is a vendors account and this is the one you need if you want to upload your products for affiliates to sell your products for you. There is a one-off fee of \$49.95 but once you have signed up you can list your eBooks with the sales pages for approval and once they are approved they will be in front of hundreds of thousands of affiliates to promote for you.

So an affiliate decides to sell your product, what happens next?

ClickBank.com will provide the affiliate with a hyperlink that integrates their ClickBank ID inside the link so the commission can be recognized as theirs, and they can be paid accordingly.

The affiliate will then use this link on his/her blog or website, in email promotions, or even as their forum signature, basically anywhere they can advertise it to the appropriate market. When a potential customer clicks on this link they will be directed to the sales page of your eBook. If they decide to buy through this link then you will receive a percentage of the sale that was agreed earlier, and the affiliate will receive a commission based on the percentage agreed.

Let's take the example of 40% for you per sale and 60% commission for the affiliate. So if that one affiliate manages to make just 100 sales at let's say \$9.99 for your eBook, that's \$999 of sales generated by the affiliate.

\$999 at 60% commission = \$599.40 for the affiliate, leaving \$399.60 for you.

So as you can see you have already easily made the \$49.95 fee back that you paid ClickBank to list your product, and that's just from one affiliate at only 100 sales. Imagine several affiliates all promoting your product and making 1000's of sales, and then adding more products for more affiliates to promote!

Steve's Top Tip: Grab more affiliates by offering higher commission rates than your competitors

Finding affiliates to promote your products can be just as competitive and fierce as selling your eBook alone.

Clickbank has thousands of Information products all waiting to be sold by willing affiliates. You will often need to offer higher commission rates to steal the affiliates away from your competitors. Do some research first and see what your competitors are offering, then go one better.

Affiliates generally consider 4 main things when choosing products to promote:

- Does the product contain significant value
- Is there a hungry market for the product
- Is it easy to promote (e.g. sales pages on offer etc)
- How much commission is being offered

It's your job to make sure your product falls within the 4 categories before even listing on places like ClickBank, which I'm sure it does or why else would you be trying to sell the eBook in the first place.

As for the last point - COMMISSION! If your competitors are generally offering 60% commission rates for their product and you offer 70 or even 80% commission rates, who do you think the affiliate is going to choose? Yep, that's right, you everytime, and the more affiliates you have working night and day to sell your product the more money you are going to make, even if you are offering high commission rates.

So remember these 4 important points when listing your product for affiliates to sell and you won't go far wrong, and will have a hoard of hungry affiliates generating cash for you around the clock.

PayDotCom

Is similar to ClickBank in the sense that you can either set up an affiliates account or a vendors account, but with the exception that it is FREE to join.

[Pay DotCom](#) also allows you to sell both physical and digital products.

Other advantages include:

- Purchases are paid instantly into your PayPal account (no waiting until the end of the month for cheques to arrive)
- There is no pre-approval stage for your product, sales pages or thank you pages
- You can add new product lines all the time
- You can collect subscriptions for your service or membership fees.

I personally use both ClickBank and PayDotCom to reach as wider audience as possible. But take the time to visit their webpage's and weigh up which you think is right for you.

[Click Here For More Details On The Build Your Ebiz With Resale Rights and PLR Business Package](#)