

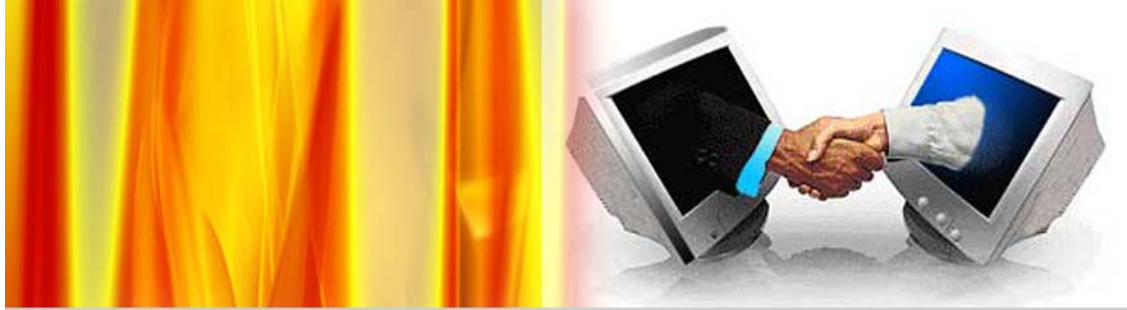
This Report Brought To You By:

Devin Dozier

LootSwoop.com

Visit Us At: www.lootswoop.com





Make Money With Resale Rights Products



Legal Notice

While attempts have been made to verify information provided in this publication, neither the author nor the publisher assumes any responsibilities for errors, omissions, or contradictory information contained in this document.

This document is not intended as legal, investment, or accounting advice. The purchaser or reader of this document assumes all responsibility for the use of these materials and information. ButterflyReports.com, Inc. assumes no responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.

© 2008 **ButterflyReports.com, Inc.**



TABLE OF CONTENTS

WHAT ARE PRODUCTS WITH RESALE RIGHTS?	4
RECOMMENDED PRODUCTS:.....	6
7 STEPS NEEDED TO MAKE MONEY WITH RESALE RIGHTS PRODUCTS.....	7
RECOMMENDED PRODUCTS:.....	10
THINGS TO DO AND THINGS TO AVOID.....	11
RECOMMENDED PRODUCTS:.....	13



WHAT ARE PRODUCTS WITH RESALE RIGHTS?

If you can remember the old CDs which came with reprint rights, then you have a pretty good idea of what products with resale rights are. The idea behind the concept is pretty simple: if you buy the respective product, you can then resell it to other people who seek opportunities.

The old CDs I was talking about were being sold in business opportunity magazines. They used to contain thousands of reports and you automatically had the right to reprint them. The subjects covered were many and varied, specific to the respective magazines, but were mainly about Finance and making money.

Also, if you remember those times, you have probably heard of the “Master Resale Rights” concept. That gave you the possibility to resell the respective CD, with everything that it contained, to your customers who in turn had resale rights.

And those CDs with reprint rights have not completely vanished, they are still present today for sale in magazines or in the online environment. But let’s update the concept a little bit and let’s talk about ebooks and software with resale rights.

Ebooks and software with resale rights are nothing more than the equivalent of those old CDs. If you buy such a product online, you will be able to sell it yourself over and over again. A convenient way in which quite a few people managed to get huge amounts of money online.

If you do a Google search on “resale rights ebooks” or “resale rights software”, you will notice that there are some products which continuously circulate. If a marketer comes up with a new product from time to time, are you sure that the respective product is indeed “new”?

So now you are slowly beginning to grasp the potential of these products. Do you think that you can do it yourself? I mean, do you really think that you can buy an ebook and then sell it yourself while keeping 100% of the income? Well, quite simply, yes, you can.



And there are two ways in which you can do this:

- you buy a product and resell it;
- you create a product yourself and let others resell it.

While the first option is more convenient since you don't have to spend time creating your own product, the second one can be more lucrative. I guess it all depends on the amount of time you have at your disposal.

You see, if you ever read an ebook with resale rights, you have probably noticed that the links inside that ebooks are branded by its author. In other words, the author gets residual income from you selling the book via the links in the product. Sounds like a nice way to make a passive income, doesn't it?

Short note: This might have left you a bit disappointed, but there are some ebook publishers who offer brandable products. And what I mean by this is that you can insert your own affiliate links in the ebooks and quietly make money yourself. This is also the case of Butterfly Reports, which lets you brand a number of links, depending on your membership.

Now back to the previous subject. Consider the fact that you can create your own product, an action which would have the following benefits:

- everyone who purchases your product, resells it with your affiliate links incorporated. You can make a nice passive income from that;
- you can charge a fee if the buyer of the products has the possibility of inserting his/her own affiliate links in the ebook;

So, to put it in a few words, it is actually the author of the ebook who is making the most profitable deal when distributing products with resale rights. So, all you need to do is create an ebook or a piece of software and you can be on your way. How to do that? Well, this can be the subject of a whole new report.



RECOMMENDED PRODUCTS:

[Resell It](#)

This site is a great deal indeed. Emphasizing the fact that you can make a very nice second income with resale rights products, the product delivers many high quality ebooks and software that are in high demand. A great income opportunity.

[Resell Right Software](#)

Another absolutely fantastic deal, this site will offer you 50 products that you can start promoting and selling yourself right away. From Article Marketing software to Affiliate Marketing, this package has it all. Do not miss this!



7 STEPS NEEDED TO MAKE MONEY WITH RESALE RIGHTS PRODUCTS

Now that we have established some basic facts, what is it actually going to take in order to make some money with these products? This chapter is meant to be a blueprint that will guide you to your success in this matter. So, let's begin, shall we?

STEP 1:

Get a domain name and hosting for your website. You don't want to build a free website, since people will have a hard time trusting you. After all, the prices for a domain name for one year is less than \$10, and you can find web hosting even for \$3 / month. If done properly, this business will bring you far more money than that.

STEP 2:

You have to actually buy the product (or products) that you want to resell – if you don't intend on creating it yourself, of course. Like it was already discussed, the most popular products are ebooks and software.

Their advantages are quite obvious: instant delivery for your customer via a download link, you can never run out of stock and you never have to pay to stock them.

Also, since your customers will be able to download it instantly, you never will have to worry about delivery costs and procedures. Overall, they are very convenient commodities, both for you as well as for your customers.

STEP 3:

You need to get a credit card processor in order to receive your payments. People will pay with their credit cards, so you need to be able to accept them.

You can do that by using services like the well known PayPal, but also Clickbank, 2Checkout, etc. These payment processing services will handle all the money transactions, all you need to do is to market your website.



STEP 4:

Now you need to create your product's sales page and thank you page. The sales page needs to be very persuasive and needs to clearly outline the benefits that the potential buyer will have upon acquisition.

However, you may also like the sales page that the respective product already has – because many of them will be available with the sales page and graphics already created. If that is the case, all that is left for you to do is upload the sales page and the thank you page on your server.

After you have uploaded those 2 important pages, you need to place the payment link at the bottom of your page. Now, you are ready to start promoting the product.

STEP 5:

This step is maybe the most crucial of them all, and it's called "getting targeted traffic to your website". You should notice the word "targeted", because there's no point in getting people to your website that are not interested in the subject.

Let's say that your product is about how to quit smoking. Your ideal prospect is a person who wants to quit smoking, of course. That person would be a very targeted prospect. What use could you have for a person who has never even smoked? You get the idea.

One of the best methods to get that kind of traffic is with PPC (pay per click) search engines. Maybe the most popular program in the field is Google Adwords. You only pay the advertisement when a person clicks it and actually visits your site.

There are lots of other ways to get targeted traffic, like forum postings, article submission, etc. These strategies are the subject of a whole new report, like Butterfly Reports' "7 Effective Traffic Building Techniques".

STEP 6:

Now, you need to collect email addresses. Capturing your visitors' emails is also a crucial step because you can send them emails reminding them to visit your website or future offers.



There are specific ways in which you can do that. You need to have a form into which people can opt-in. You need to grow and take care of your mailing list and you really need to put extra effort into building it.

You see, if you let a visitor slip away from your website once, that visitors may never return. Creating a squeeze page might be a very viable solution.

A squeeze page is a webpage where visitors have only 2 options: they can either opt-in or leave the page. You don't waste any traffic on anything else, and the visitor doesn't have any other distractions on your website. This is what makes this method effective.

There are a few very powerful services that will help you collect email addresses, manage them and send emails. Two of the most popular are Aweber and GetResponse. Make sure you have an account at one of these two great services.

STEP 7:

The 7th and final step is to follow up with visitors who decided to opt in but not to buy. Some of them would have done both, but of course not all of them.

This is where the power of services like Aweber and GetResponse kicks in. You will be able to create a series of email follow ups at time intervals set by yourself. You can load the auto responder with quality content, while at the same time reminding your visitors to check your website.

Then, you can start repeating the process all over again. Find another product to promote and send out your emails. If you do everything right, you are bound to make some serious money with this technique.



RECOMMENDED PRODUCTS:

[eBooks and Software With Master Resell Rights](#)

170 products for you to promote? Yep, that's what this great package delivers. And these are high quality products, that your prospects will definitely want to check out right away.

[Informative Resources](#)

Is this the most complete package of Master Resale Rights products available on the Internet today? Well, it might just be. It has a lot of resources that are going to increase your sales. A valuable package altogether.

[Resell Niche Products](#)

These niche products sell like crazy nowadays. Get your hands on a piece of the big pie and start pocketing some easy money with this impressive collection.

[Traffic Imperium](#)

Getting traffic to your website is a science in itself. This report would not be complete without some great traffic building resources. The first one of the Traffic Imperium, which will teach you how to build laser targeted traffic to your website 5 minutes from now.



THINGS TO DO AND THINGS TO AVOID

Like in any other business, there are certain things that you can do that will enhance your productivity and others which can cost you important amounts of money. So let's start with a few pointers.

First of all, you need to find ways to build very good relationships with your subscribers' base. Like it was already mentioned, you can deliver high quality free content to them or you can offer resources that can be of very high value to them.

From time to time, you can spoil your subscribers with gifts, like in the form of a free report that you want to share with them. They will definitely appreciate the gesture.

You need to make a habit out of mailing them, and you need to have a weekly or a monthly newsletter – the time frame can be determined by yourself, just don't wait too long and constantly remember them that you exist.

Also, you can look at other successful marketers' web pages to see exactly what works and what doesn't. Many of them have made it because their methods actually work, so don't reinvent the wheel; just put into practice the methods that already proved to be fruitful.

One such technique is the OTO (one time offer). Basically, you let your prospects know that you have an offer that will not last for too long and that they should take advantage of it now. This technique always works.

You need to test everything during the development of your site. You can try different headlines, for instance, until you get the lucky formula. You can play with your product price or with your money back guarantee time frame, it doesn't really matter. You need to try really hard to find the perfect formula which is going to give you the biggest profit.

And last but certainly not least, what would a product be without some free bonuses that come with it after the purchase? You need to assemble a package of free bonuses that is going to make your prospects intrigued



enough to buy it. Now let's also talk a little bit about some things you should avoid.

You need to stay away from 10,000 guaranteed hits type advertising for your website. They are very inefficient and you will likely lose money. Stick to the methods presented in the report called "7 Effective traffic Building Techniques". Remember, targeted traffic is the keyword here!

Also, make sure you never spam people. You only need to write emails to people who have opted in your mailing list.

Last but not least, you should avoid spending too much money on your first resale rights product. Usually, go with a package that is under \$100 and start testing different strategies. After that, you will be sailing!



RECOMMENDED PRODUCTS:

[Instant Article Submitter](#)

Submit articles and get traffic to your website right away. You will also get hundreds of backlinks for your website which is a very good thing for your search engine rankings.

[Michael's Traffic Videos](#)

In this series of videos, the highly successful Internet Marketer Michael Cheney explains how he manages to get traffic to his websites and build his online empire.

