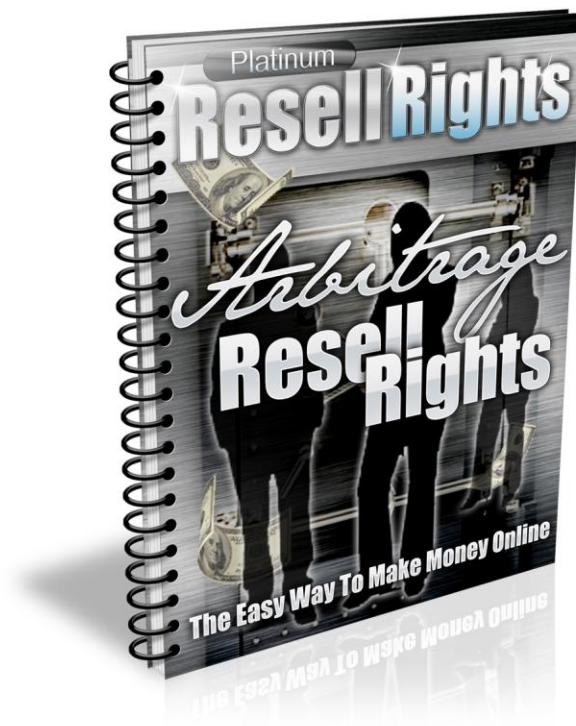


# Resell Rights Arbitrage!



Brought To You By  
[Platinum Resell Rights](http://PlatinumResellRights.com)

Raising The Bar On Resell Rights

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# **An Introduction To Resale Rights**

Are you wasting your time, money, and effort in unprofitable niches? Do you want to see results immediately? What many internet marketers don't know is that they're missing a big opportunity in resale rights. It gives 100% results with half the work. And you won't need to pay an army of expensive assistants to succeed.

The key to raking it in on the internet is to maximize your profit each and every day by leveraging on other people's work legally. Researching profitable niches, building new websites, developing sales copies, and writing new content may all generate some revenue, but it takes months before the money starts to come in. A better alternative would be to use resale rights to achieve the same results. But before you embark on this endeavor, it is first important to understand the different types of resale rights.

## **Basic Resale Rights**

This type of resale rights is very "basic". In essence, you are given permission to resell the item and keep the profit from the sale. It has several important limitations though. First, you cannot pass the resale rights to your customer. And second, you cannot modify the existing item in any way. The brand and the content of the item should remain the same.

## **Master Resale Rights**

The master resale rights have better flexibility compared to the basic resale rights. This structure allows you to resell the resale rights to your customers while keeping the profit. Now, this opens up a wider market for you because you can target both customers who want the item for personal use and customers who want the product for business. The latter will resell the same



product to others. There is still a restriction in master resale rights though, you are not allowed to modify or rebrand the content.

## **Private Label Rights**

Given the restrictions on the two types of resale rights, it is not surprising that marketers came up with an exciting alternative: the private label rights. This type of resale rights allows you to take complete control over the product's brand, content, and method of sale. You can change, modify, or completely restructure the private label rights product.

In addition, you are given the choice whether you want to give your customers the resale rights to the modified content or not. Basically, you can do almost anything you want with private label rights without the danger of copyright infringement or any other legal infractions.

## **Should You Settle for Less?**

After seeing the benefits of private label rights, the question is, should you still settle for less? Of course not, particularly because [Platinum Resell Rights](#) gives you a chance to buy low and sell high with its resale rights program.

# **What To Look For In Resell Right Products?**

Joining the resale rights bandwagon might seem like a good idea because countless people seem to be making good money from it. However, it doesn't negate the fact that not all resell rights products are good products. Buying low-quality resell rights products that has little or no money making potential simply does not make sense. It is critical for an internet marketer to identify a good deal when he sees it while staying away from products that will merely waste his money.

If you're reading this, then you probably know that there are many opportunities in the resell rights business. To help you make actual money from this endeavor, below are some tips in choosing the right resale rights products:

## **Determine Its Market Potential**

Is the resale rights product profitable? Before paying money for anything, you need to find out whether the niche you chose will actually generate sales and produce a decent income for you. Not all products with resale rights are worth buying. Conduct some research and find out the profitable niches of this era.

Once you get an idea about what today's hot topics are, you can move in for the kill. That is, you can make a killing in terms of profit. Understanding what the market wants to buy will put you one step ahead of the competition. Never sell products that no one wants to buy.

## **Choose High Quality Products**

The quality of the product you buy is critical. Take note that even if your brand is not on the product, you and your website will be associated with it

though affinity. It is never a good idea to sell junk. It destroys reputations and wrecks havoc on your business. Once you sell low-quality products to customers, you lose their trust. It is very unlikely that they will buy from you in the future.

## **Select Sales Letters with High Conversions**

Don't forget to look over the sales letter that's included with the resell rights product. It is important to know whether the sales letter can grab reader attention, if it covers enough potential prospects, and if it has the potential to convert. Also, make sure that you are permitted to change or modify the sales letter so you can make improvements when necessary.

## **Assess Its Availability**

Determine how many people are selling the same resell rights products as you. Some niches may be incredibly hot but it may be near its saturation point. In addition, the market may already be flooded with different types of products that basically rehash the same type of materials. Assess the amount of competition in the industry and find out if you have a fighting chance of making money once you join in the fray.

[Platinum Resell Rights](#) offers high quality products which has a fighting chance in the market. For a small investment, you gain access to materials that are actually worth several hundred dollars in the market.



# How To Use Resell Rights To Build Your List?

Resale rights products can come in e-books, software, reports, web templates, and site headers among others. Depending on the product's complexity, the price of resale rights products can be as low as \$5 to as high as \$5000 or even more. In particular, the market for private label rights (PLR) is big and lucrative the simple reason that it helps generate enormous amounts of content and other types of materials at very minimal costs.

Just imagine, whether you're running a business about real estate or chess, it becomes very easy for you to build a website, produce massive amounts of content, and build a subscriber list at very minimal costs. If you've been in internet marketing for some time or indeed, if you're only just starting to read up on internet marketing materials, you're probably aware that building a subscriber list is critical to online success. PLR give you an opportunity to do exactly that.

It is easy to build a list using private label rights in order to increase your sales. Also, it can be used for different aspects in online marketing. Below is the two step process that will help guide you in this endeavor:

## **Step 1: Create a Free Special Report or an E-course**

Special reports and e-courses are extremely popular because everyone wants to learn something new. However, if you're a busy internet marketer, then you probably don't have time to write the content yourself. Hiring a good ghostwriter is one option but it can be extremely expensive. After all, you are paying for the writer's research and writing time.

There is no need to pay that much. Use PLR products to create an e-report which can be given to your website or blog visitors for free when they opt-in on your mailing list. The same information will be given to your readers anyway. The difference is that the PLR products compile all relevant

information into one package. The PLR materials can simply be rewritten or given as it is for the benefit of your readers at very minimal costs to you.

## **Step 2: Create a Newsletter Series for Email Marketing**

After the web visitors have opted-in on your mailing lists, the next step is to use that subscriber list. One of the best ways to make money online is through email marketing. It delivers your message right at the customer's inbox. You can use PLR content to create this series. Then, insert your affiliate code or URL links to your e-commerce website to generate sales.

With consistent delivery of relevant information on your newsletter, you can increase sales, build a brand, and improve customer loyalty. It is recommended for you to send one newsletter every week to keep you at the customer's top of mind. In addition, you are increasing your chance to make money every time you send an email to the subscriber.

# How To Leverage Resell Rights Products For Backend Affiliate Commissions?

Are you trying to make money through affiliate commissions? If you're a beginner in affiliate marketing, you're probably discovering that it's not as easy as you were initially led to believe. Running an online affiliate business online is not a joke; it takes planning, a good strategy, and proper implementation to succeed. Going into the business blindly will most likely end up in disaster. You've also probably been told that money will start to come in after you lure people into your website. This is certainly not the case because you need to lure the *right* traffic and sell the *right* affiliate products to make money.

There are definitely a lot of barriers to your online success. Fortunately, you can use resell rights for your affiliate marketing strategy. Many studies reveal that the back-end selling process is the most effective way to earn affiliate commissions online. Use this knowledge to your advantage by integrating an affiliate link to a free website and making commissions on the one-time offer.

It is a fact that it is easier to sell to existing customers and potential buyers compared to attracting new prospects. In this segment of the e-course, we will discuss the secrets to the back-end selling process to make more money in affiliate commissions. Prior to these steps though, you must already have the visitor's contact information and your own auto-responder software.

Here are the steps to maximize your affiliate commissions through back-end selling:

## **Step 1: Sell Related Products**

There are many related affiliate products on the internet. By offering these to your existing customers, you increase your chance of making more money online. However, it is important to avoid scam affiliate products, useless products, and low-quality products because it ruins your credibility. It is difficult to gain back the trust of consumers once it has been broken once.

## **Step 2: Build Good Relationships**

Internet marketers need to know the importance of relationships especially in the online setting. Affiliate marketers who provide personalized service, quick replies, and good products have a better chance of attaining long-term success.

## **Step 3: Don't Spam Your Customers**

People are tired of spam, they receive it on a daily basis. There are countless internet marketers who make the mistake of spamming their subscribers. Their messages only end up in the junk folder or are deleted immediately. By knowing when and how to send your messages, readers are more likely to give value to it.

## **Step 4: Link Off to a One-Time Offer**

Linking off to a one-time offer using an affiliate link is one of the best ways to increase your commissions. Using resell rights to achieve this is a no-brainer. It is one of the easiest and fastest ways to make money. The ready-made content makes the process fast, simple, and straightforward. It is not surprising that a lot of affiliate marketers are using [Platinum Resell Rights](#) to increase their commissions.

# **Segregating Your Prospects From Your Actual Buyers!**

Here a Startling Discovery: Research shows that it usually takes 10, 15, and in some cases, even 20 follow-ups to turn a prospect into a first-time buyer. If you're not following up with your subscribers, then you are definitely missing out on potential sales. Thousands of dollars are literally lost if you don't know how to market properly.

## **Importance of Segregation**

Both online and offline marketers know the importance of customer segregation. Depending on which company is involved, consumers are segregated by age, purchasing power, preferences, education, and buying habits. This strategy can work big time because effective segregation allows businesses to target one or more successfully. By gaining an in-depth understanding of the market, the needs and wants of the consumers are met.

In the same way for internet marketers, consumer segregation is important on the internet particularly when sending out newsletters. One recipient may treat the newsletter as a welcome announcement while another recipient may look at it as spam. It is critical to differentiate these two segments in order to build credential and maximize profits.

## **How Customer Segregation Works Online**

Marketers who already have a substantial subscriber list encounter several problems including expense and the autoresponder. Having a reliable autoresponder is critical when following up with potential and existing customers. There are many popular autoresponder software applications that can be easily purchased online. However, finding the right one is



another matter. As you are increasing your subscriber list, more features become necessary.

For example, segregating your prospects from actual buyers is crucial. Though prospects are critical in getting new customers, the existing customer base will actually make up the bulk of your sales. They are more responsive to your one-time offers, special discounts, and promotions. Sending *buyers* regular newsletters can prove to be a worthwhile endeavor for your growing internet business. But *prospects* may not look too kindly on receiving large amounts of newsletters. They might regard your promotions as spam. And this should be avoided at all possible cost.

## **Software Tools and Solutions**

[Aweber](#) is a good option when it comes to choosing autoresponder software. It has a feature that allows you to send sales notices. Anyone who purchases from you will be added as a subscriber automatically. It is even possible to tag each buyer with a "tag code". This will help you know which subscribers you should send the special promotions to and which subscriber you should send more convincing information to.

Despite the benefits of [Aweber](#), it still isn't the only solution when it comes to customer segmentation. There are many customer database applications online which you can look into if this autoresponder doesn't work for you.

# **Basic Traffic Generation Techniques To Sell Your Resell Rights Products**

The main purpose of building a website is to attract as many people as possible to visit and buy. For this reason, it is important for each internet marketer to know about traffic generation techniques that will maximize the amount of web visitors they receive. Though it may sound simple, generating a decent amount of traffic actually takes hard work and perseverance. Rarely does traffic build up overnight. In many cases, internet marketers need to sustain their efforts for several months to get recurring traffic.

Below are some of the basic strategies you can use to attract and keep more web visitors:

## **Keyword Research**

The importance of keyword research cannot be emphasized enough. Having the right keywords will not only increase your search engine ranking, it will also help you target the most relevant web visitors. People who are really interested in your products will come back to your website and refer their friends if they are satisfied with your product or service.

## **Article Marketing**

Writing articles that are targeted to your niche will help you get direct traffic. Submitting these materials to popular article directors is particularly recommended. Why? Aside from the fact that directories are popular sources of information, a targeted article in an "authority" site can easily attain the top search engine; this will multiply your traffic many times over.

## **Email Newsletters**

Sending out email newsletters is not a new strategy. But it is now more powerful than ever. If done effectively, loyal readers will keep on coming back to your website. In addition, there is a high likelihood that these prospects will turn into buyers.

## **Web 2.0 Websites**

These sites are incredibly popular today. Using Web 2.0 mediums such as Squidoo, Hub Pages, and social bookmarking sites to reach out to your consumers can be highly effective. Signature marketing and blog posting are also notable ways to increase traffic. By joining the web communities, you can generate immediate traffic and thousands of visits. Never underestimate the power of Web 2.0 websites because users generally give an innate level of trust to these sites.

## **Affiliate Marketing**

It comes as no surprise that affiliate marketing is one of the best ways to increase traffic. Having a lot of affiliates can do wonders because it literally increases the “hands” that promote your business. It is said that “two brains are better than one”, in this case, having an army of experienced marketers work for you can yield high amounts of profit.

## **“Free Gift” Squeeze Page for List Building**

Every experienced marketer knows that the subscriber list is critical to internet marketing. The squeeze page enables you to build this list especially if there is a free gift such as an e-course, an eBook, or any other free information attached to it. [Platinum Resell Rights](http://PlatinumResellRights.com) provides the free gift in your squeeze page which helps you build your list.

# **Doing More With Less: Leveraging Off Work Which Has Already Been Done!**

Have you ever wondered why some people seem to be raking it in without much effort on the internet? And did you ever felt like you are being left behind because everyone is earning six and seven-digit figures online except you? And are you investing more time and effort than you should on your internet marketing business? If you've answered yet to any of these questions, then it is time to rethink your strategy.

One of the main reasons why people decide to work off the internet is to achieve *financial freedom*. If this isn't the case for you, you might be working your butt off on the wrong things. Let's use a tale of two internet marketers, John and Jane, to illustrate the difference simple alterations of an online strategy can make on your profits:

## **The Story of 2 Internet Marketers**

Both John and Jane were creating websites that are designed to sell affiliate products. Each has very marketable and valuable products. At the start, they were both on equal footing with attractive design, good navigation, and the familiarity with their respective marketers. Both had learned the value of content, article marketing, and other traffic generating strategies to attract web visitors.

The surprising thing is, both had very drastically different results. John's site was doing fine; he is making a couple of hundred dollars a month from affiliate sales, Adsense revenue, and some advertising revenue. To maintain his current income, he writes everyday to keep his content fresh and original.

But Jane's site is on a whole new level altogether. Her network of more than fifty sites is generating as much as \$12,000 a month for her. She also has a diversified revenue streams from AdSense and affiliate marketing to membership sites. And she does not need to spend as much time as John in promoting the websites.

So what is the secret to Jane's success? Leveraging on pre-existing work!

## **How You Can Benefit from Leveraging**

The thing is Jane knew that she couldn't do everything herself if she wants to have an online business that generates the kind of cash she wanted. She discovered the benefits of private label rights and what it could do for her. While John was busy researching, typing, and submitting his sites, Jane was looking to leverage on existing products.

That is the power of resell rights: leveraging. The concept behind it is to take the efforts of other people and use it for yourself. You get more time to channel your time and energy into more fruitful areas such as creating more websites to increase your revenue.

[Platinum Resell Rights](#) offers you the power of leveraging. You are given the chance to turn a small investment into a money making tool that has the ability to give you as much as \$1000 over a lifetime. With this type of leverage, you can make a lot of money easily and consistently.

## **How To Customize Resell Rights And Put An Offer Together**

One of the things most people are wary of in buying resell rights is the fact that it can be sold multiple times to different people. In fact, there are cases when you can see the same resell rights products in different PLR websites. If you intend to buy and sell resell rights, it is important to ensure that the vendor you buy from allows customization. For example, [Platinum Resell Rights](#) allows you to fully customize the resell rights materials so you can offer it to your customers as a brand new product.



It is important to keep your product individualized. It should reflect your character, humor, and writing style to attract customers. After you purchase the resell rights product, one of the first things you need to do is to change the brand, the links, and include personalized content. Customizing the resell rights products have a lot of benefits because it allows you to market the product in different ways including:

## **One-Time-Offers**

What differentiates one-time-offer from other types of offers? Basically, one-time-offers are special information, products, and services that are presented to highly targeted customers and prospects. What makes it special is the uniqueness of the offer and the time pressure associated with it. The time pressure is added to stimulate urgency and create impulse buying behavior. Forcing the customers to accept or decline the offer immediately is a good strategy. If they are interested in the offer, there is a high chance they will buy it right away since they don't want to risk not seeing it again. Marketing experts have different views when it comes to pricing one-time-offers. Some say that you should price it as low as possible in order to generate sure income. Meanwhile, there are also those who will tell you to price it as high as possible so you don't need to generate as much sales to make a decent profit. Well, the strategy you need to implement is really up to you. In essence, you just need to know the value of the product and then price it just right in order to attract the right buyers.

## **Up-Selling Private Label Rights to Personal Resell Rights**

Aside from one-time-offers, it is also important to consider other strategies in order to increase sales. For example, up-selling private label rights to a personal resell rights can potentially increase your income many times over. Take note once you buy a buy private label rights to a certain material, it essentially belongs to you. By customizing this product, you create unique materials that can be sold as personal resell rights.

# **How To Determine The Best Price For Your Resell Right Products?**

Having a good pricing strategy is critical in internet marketing. On the surface, the concept may seem simple but there are actually a lot of elements that need to be factored in. The first thing you need to know is who your target customers are. Do they have high price sensitivity? Do they value customer service? And what do they think of your brand. Obviously, your price needs to be above your cost but you need to find out just how much profit margin you need to have.

One metric that gauges the success of an internet marketing venture is the conversion rate. Depending on the type of business you run, the conversion rate can be based on several factors including persuading readers to become your subscribers, convincing people to buy your products, or attracting a potential customer from a competitor. Basically, conversion rate is determined by making people act on your proposal.

However, in some cases, internet marketers need to sacrifice high conversion rates. Instead, they charge premium rates to their targeted consumers. There are two contrasting pricing objective in any business including maximizing short term profit and gaining a high long-term conversion rate. The section below discusses the pros and cons you can expect from each strategy.

## **Short Term Profit – High Profit Margin**

This strategy squeezes as much profits from every sale as possible. Fewer consumers might actually buy the product but the premium prices have a high profit margin. There are two main benefits to this strategy. One, you get customers who really value your product or service and two, fewer

customers mean fewer customer service problems. You will be able to concentrate on a highly targeted market to ensure satisfaction.

### **Long-Term Conversion Rate – Lower Profit Margin**

On the other hand, it is also important to consider the quantity involved in lessening your price. Lower prices typically mean higher demand and more market share. This strategy aims to maximize the number of consumers who buys the product to increase profitability. Though you are not able to charge as much compared to the premium pricing strategy, this allows you to build a more substantial list. Later on, you can attain a high conversion rate through the “back-end” selling strategy.

### **What Pricing Strategy Should You Use?**

The pricing strategy you should adapt is largely dependent on your objective. If you want to earn quick profits, then using premium pricing may be recommended. However, if you want to get high conversion rate with the possibility of long-term profitability, you should lower your profit margin. In addition, it is important to consider customer demand.

Demand is a critical factor. It is driven by consumer income, preferences, and the availability of competing products. In the resell rights industry, it might be a better idea to lower your profit margin to increase your conversion rate.

# How Can Platinum Resell Rights Help You Make Money Online?

After going through the e-course, you now know the power of using resell rights to your business. The challenge facing every aspiring internet marketer is what they should do with this information. There are limitless opportunities available on the internet and resell rights allow you to take maximum advantage of it. By creating websites, mini sites, blogs, and developing your niches, you are empowered with incredible money making potential.

The difference between being a mediocre and an incredibly successful online marketer is a very slight one: the right strategy. Though an often overlooked concept, the real secret to success is actually buying low and selling high whether online or offline. How do you think people around the world are making money? And to drive the point across, how do you think marketers are making money from eBay, Amazon, or even from affiliate marketing? The answer is in buy and sell. [Platinum Resell Rights](#) gives you a chance to make tons of money through buying and selling.

- **Be an instant marketer in a profitable niche** – Platinum Resell Rights allows you to enter the “make money” niche easily, conveniently, and with minimum investment.
- **Be ready to have a subscriber list** – since the package contains a ready-made squeeze page, you are immediately able to create a list of subscribers who can potentially become loyal customers.
- **Be ready to sell your own products without actually creating them** – how is this possible? With Platinum Resell Rights, you are given the chance to customize your own product and make it your own. There’s no need spend time and money in research, development, and product creation.



- **Be prepared to sell right now** – it can't come faster than this. Because everything is already set-up with this program, all you need to do is to edit the payment button and you're ready to go.
- **Be primed to promote** – there's no need to write your own autoresponder, with this package, all you need to do is to copy and paste the pre-written content and send it off to your mailing list.
- **Be prepared to kill the competition** – there are many marketers in the same niche but there is always room for another great product. Platinum Resell Rights gives you the necessary tools that will help you dominate the market.

With these benefits in mind, it is not surprising that a lot of people are taking advantage of [Platinum Resell Rights](#). You can make money from this program each and every month as well. You will gain access to software, content, and graphics that are worth so much more than that. Remember to buy low and sell high, you'll be on your way to internet marketing success!



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