

Resell Rights Crisis

SOLVED

By Edmund Loh

<http://www.ebizmodelsyoucanopy.com/resellrights>

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NOT FOR RESALE OR GIVE AWAY!

From The Keyboard Of Edmund Loh

Hi,

My name is **Edmund Loh** and I would like to thank you for investing your time in reading this special report.

If you have been hanging around in the Internet Marketing arena for at least a few months, specifically in the **Resell Rights** area, I guess I can save my breath on telling you how **competitive** it really is.

And yes, you and I share the same concerns.

Concerns like:

- The **tough challenges** you can't avoid but have to face in making your buck from reselling,
- Watching other resellers selling the same products with Master Resell Rights at **super low** prices (and you might be wondering how come they're allowed to do that), and
- Competing with **thousands** of these desperado resellers!

Notice that I didn't include "*low quality Resell Rights products*" in the list? I'll come to that in a short while.

Unfortunately, the **90/10** rule (or maybe **80/20**, I don't have the formal statistics) **does** apply to the Resell Rights phenomenon. That is to say, only **10-20%** of the resellers in the Internet Marketing arena are really making money whereas the other **80-90%** of the other resellers are either losing money or simply failed to make money.

And if you fall into the majority category with all other tough challenges to boot, **doesn't that spell MAJOR crisis?**

Before I started my Internet Business, I was working at a chemical manufacturing company, earning a Supervisor's salary. That's a pretty good income for a very young man and I won't be surprised that if I have continued to stay in the company, I would be an important person, a senior manager, perhaps. Who knows?

But I didn't stay long enough to find out.

Like any other working environment, the office I was working in had its constant share of demons (think politics). As if the sheer workload wasn't bad enough since the office had a very high staff turnover.

I have had a lot of ideas but the company just won't use them. So I told myself, "*Edmund, perhaps you are better off being an entrepreneur.*" Of what kind, I didn't know back then. It made sense anyway. After all, saving money was a skill I already had, and a good one at that, so I decided it was time to develop my skills in *making* money.

So I had a dream to pursue.

I was shown the way later after attending seminars on Cash Flow and Finance. It wasn't long until I heard about the possibilities of starting an Internet Business (oh, and did I mention that I failed terribly in Network Marketing and a million of other ideas that never had a chance to manifest?).

As you would have probably guessed by now, I started my Internet Business as a reseller. But in spite of the information and tools I "thought" was well equipped with, I was not spared from making **costly** mistakes.

My first two months online was like a crash course to hell and back. I made no money in the first two months. I quit my daytime job too soon. My savings were flushed into starting my Internet Business without allowing room for financial mistakes. Bills kept piling and keeping food on the table now seems like a Mission Impossible.

To add salt to the injury, I received cynical calls from family members and friends asking me how much I was making at that time. What hurt me the more was that they did not ask primarily out of concern but were happy to know that they were right about something for once, even at my expense.

I was angry and frustrated, needless to say. But I plead guilty to making foolish blunders, which then brought me into this mess.

By the second month, I was ready to swallow the bitter pill and go back to get another job as advised. My heart was ready to cry in shame and I know that by doing this means resigning to defeat. Those skeptical bastards won.

I went to an employment agency and paid a small fee so that the agent could get me a job *quick*. The salary didn't really matter as long as I could put food into my stomach and clear the small bills temporarily.

I attended a few interviews and they all looked promising. Initially, all of the interviewers displayed high hopes and interests in hiring me. But for odd reasons, I didn't get any of the jobs. The employment agency stopped contacting me for interviews after three weeks. I might never be able to find out why.

But bills and red notices were piling up and I had no time to wonder why. So, there was only one choice left – to hop back into my Internet Business and continue.

As I write this, I look back at those times and still find it hard to believe that I survived those trying times in one piece. I would be lying if I said I wasn't desperate but I kept going on anyway.

This time, I was more determined to break myself out of this madness I created for myself.

I declared war against poverty.

I was ready to **kill** every single bill that enters the mailbox. This trying time made me wonder if people who said "I don't need money" or "money is not important" actually know what it is like to live without it.

By the third month, I made my first sale. It was a small victory but a good start. By the fourth month, I was able to draw some money out and pay some of my debts. It wasn't long until I cleared them all and later thrive from my business.

But I learned my lesson – **the hard way.**

I continue to work hard and smart today. Do I create my own products now? **Yes.** Do I still resell products online? **Absolutely!**

So don't make the same mistakes I did. That's what inspired me to write this special report for you: **to help you solve your Resell Rights crisis.**

Sure, I could've pasted a price tag on this report (and it will still sell) but ultimately decided that this information would be best shared **freely.** Which is a good thing for you, too, since you save a **ton** on education and potentially **hundreds** (or maybe thousands) in financial mistakes.

I also want to take this opportunity to prove to you that I am the **real deal** when it comes to Resell Rights and Private Label Rights.

You have my word, however, that you will find this report offer sound advice **better** than MOST of the **paid** products written on the same subject out there.

Edmund Loh
Resell Rights Crisis Solved

This report is the result of my own trial and error, testing and tracking, studying Top Internet Entrepreneurs I personally admire and follow, and well... even more costly mistakes.

Now I don't know your current situation but I definitely don't wish my former problems upon others!

However, if you are serious about gaining an edge over your competition and making a comfortable living from reselling digital products, I urge you to read on with an open mind.

Warm Regards,



-- Edmund Loh,
eBizModelsYouCanCopy.com
www.ebizmodelsyoucancopy.com

P.S. I understand and respect your time value so I've kept this report as short and straight to the point as possible. ☺

The Resell Rights Crisis Solved

This report was formerly titled “**3 Steps to Profiting From Your Resell Rights Business**”. Due to the changing nature of the Internet, some of the information within my former report became obsolete through time and required thorough updating.

In the interest of your convenient reading, I'll be detailing out the report in a “**problem & solution**” manner. See below:

Problem #1: I am not familiar with the terms and jargon on Resell Rights.

Solution: If you are not familiar with them just yet, you'd better learn them now. If you want to be reseller, you need to learn the “*lingo*” of a reseller!

[1] Resell Rights.

The right to resell a product. This can apply to both physical and digital products. Where digital product is concerned, you resell the product and keep **100%** of the profits without losing the enjoyment of the same product, as digital products are duplicable in nature.

[2] Basic Resell Rights.

You have the right to resell the product but your customer does not have the right to resell it to another.

[3] Master Resell Rights.

You have the right to resell the product as well as the Basic Resell Rights itself to your customers. Your customers can in turn resell the same book to their customers. The Master Resell Rights can either be bundled together with the purchase of the product or purchased separately from the product.

[4] Private Label Rights.

You are allowed to make limited to unlimited editing to specific or all parts of the product such as your own name, logo, advertisements, web site URL, and affiliate IDs.

You can learn more about Private Label Rights from my audio & video sessions with Aurelius Tjin at:

<http://www.plrsecretsexposed.com/>

[5] Give Away Rights.

You can give the product away for free. In most cases, however, you cannot resell and/or edit it.

[6] Royalty Rights.

You have to pay the original product author or franchiser a percentage of every sales made by you. This right normally applies to physical products. McDonald's and printed books found in bookstores are very good examples that demonstrate this right.

[7] Rebranding Rights.

You get to make limited editing to certain parts of the digital product and they usually are your own name, web site URL, and affiliate IDs.

Problem #2: Why are there resellers who are selling products at prices lower than the retail prices? Are they EVEN allowed to do that? And what do I do?

Solution: This is a common case scenario especially more prominent in the Internet Marketing niche itself. It's also very evident on auction sites such as eBay.com where you find resellers selling "supposed" **\$97.00** digital products with Master Resell Rights at ridiculously low prices like **\$3.99** or even **\$0.99**.

Now are they even allowed to do that? Unfortunately, **yes**. Here's why:

http://en.wikipedia.org/wiki/Price_Fixing

Here are some parts of the article you should pay attention to:

Generally, price fixing is illegal, but it may nevertheless be tolerated or even sanctioned by some governments at various times, particularly among those whose countries are developing economies.

Also:

In countries other than the United States, Canada and within The European Union, price-fixing is not usually illegal and is often practiced.

In short, enforcing a form of price fixing is generally **illegal** in the United States, Canada and a host of European countries. So even if the product author sets a rule like “you cannot sell this product for under a specific price”, resellers are still allowed to “*legally*” break that particular term.

This may differ in other countries, but as long as your main market are in these countries (and that’s where most of the customers/consumers are), the “**no price fixing**” rule applies.

In the case of selling digital products i.e. E-Books, software, templates, etc. it takes virtually **nothing** to re-create and stock them. And whenever a seller makes money, the profit is usually **clean**, less the merchant transaction fee.

Thus many a reseller can set their prices at will on digital products with Master Resell Rights.

So what do you do? First of all, think abundance. Yes, that’s the key you’ll need to unlock yourself out of this price war.

The good news is that most of these desperate, uneducated resellers are often poor at traffic generation and marketing. Setting up your sales page with order link ready isn’t the entire ordeal.

And the reason I call them “uneducated” is because... hey, does it take a lot of education to set up a sales page and order link and then sell your product at the price of candy bars?

Making big bucks does.

Also, it’s THEIR problem, NOT yours. They will have to live with the consequence of earning little (*can you get rich selling things almost free?*). You focus on making money for yourself.

Don’t be afraid to go as high ticket as possible. Since it takes equal effort to sell something and new people are going online everyday by masses, **why not sell as high and many as possible and make more bang for the buck?**

Problem #3: How do I make money from products with (Master) Resell Rights?

Solution: This is a very broad question but by far one of the most popular ones I know, too. I can't offer a "one size fits all" answer. However, consider the following suggestions:

If you own the (Master) Resell Rights to unique products... you will do well to resell them as individual products. Since not many others own the rights to the same products as you do, you can safely set up your sales letter, thank you page, order link and all – and then focus on driving in targeted traffic and allow the sales letter to do the converting and selling for you.

If you own a VAST collection of products with (Master) Resell Rights... you can start your own paid membership site and charge a fee. If you actively download and collect new products, you're probably game for a monthly fee membership site. Otherwise, you can charge an annual or one-time fee to permit your irregular updating and schedule. You don't have to necessarily aim at other resellers to get into your paid membership site, though. In fact, you can pool a large collection of products with (Master) Resell Rights on a certain topic, say, self development, and attract the interest of entrepreneurs, business people, teachers, and coaches to join your membership site.

If you have a bundle of products (but not an arsenal of them)... you will do well to consider packaging them. This is an overused strategy employed by many a reseller online, but can still work in your favor if done right. In my experience, they often do well if used as back-end sellers in your Thank You page. Yes, I'm suggesting that you target your customers who already bought your initial product from you. The other success factor includes how related and how well they compliment the first purchase, too. You don't have to "over-bundle" your package; 3 to 5 products will do. In many cases, too many products in a package at ridiculous amounts might come across as "low quality, rehashed products – all in one".

If you are allowed to use the products as bonuses... they will do well to compliment your affiliate marketing efforts. For instance, you can pool the products all in one page, called a "bonus incentives" page, and every time you run an affiliate promotion campaign to your mailing list, you can offer the bonuses found on your bonus incentives page as an additional incentive for your subscribers or members to buy through your promotion link.

Problem #4: How do I upload a sales letter and thank you page? How do I edit the sales letter?

Solution: This is pretty much a technical question. I won't cover it in this special report due to space and topic constraints. But if you find yourself asking this question, I have one advice for you: learn some basic HTML skills such as editing a HTML document and such.

I know many top marketers claim that you can make money online without this skill. But unless you can live with instructing your outsourced worker to make minor editing for you every now and then, your next best investment would be to at least educate yourself on how to use HTML editors like Macromedia Dreamweaver, inserting simply codes, and using the FTP program.

Problem #5: How do I determine if the product I own the Resell Rights to is of quality and could be a potential hot seller?

Solution: Take into account the following factors when inspecting:

- **Quality information** – not found in most free products, results-oriented, can help save time, save effort, save/make money.
- **Has a huge demand** – people are looking for it and are willing to pay.
- **Have good marketing materials** – persuasive sales letter, thank you page and beautiful graphics.
- **Product is not outdated** – information is either time-tested or no more than 2 years old (new information virtually doubles every 18 months).

Problem #6: Where can I source for quality products with (Master) Resell Rights?

Solution: Here are some viable ways you can use to acquire products with (Master) Resell Rights:

Join membership sites that specialize in providing products with Resell Rights for an affordable monthly, yearly or lifetime fee. These membership sites usually offer products such as E-books, software, templates, and audio/video with (Master) Resell Rights. You can join my ResellRightsMastery.com membership site as a lifetime Gold member [here](#) (\$197.00 value). I constantly update the membership site with new products at every chance I get when scouting out for new releases.

Subscribe to E-zines - maybe you didn't realize it, but it's yet another great method of sourcing for newly released products with Resell Rights. Also, sometimes if you're on someone else's mailing list, the E-zine publisher or product author is very likely to give a discount – simply because you're a subscriber of his! [My E-zine](#) is dedicated to releasing brand, new, quality products with Master Resell Rights and occasionally Private Label Rights for you to use and sell.

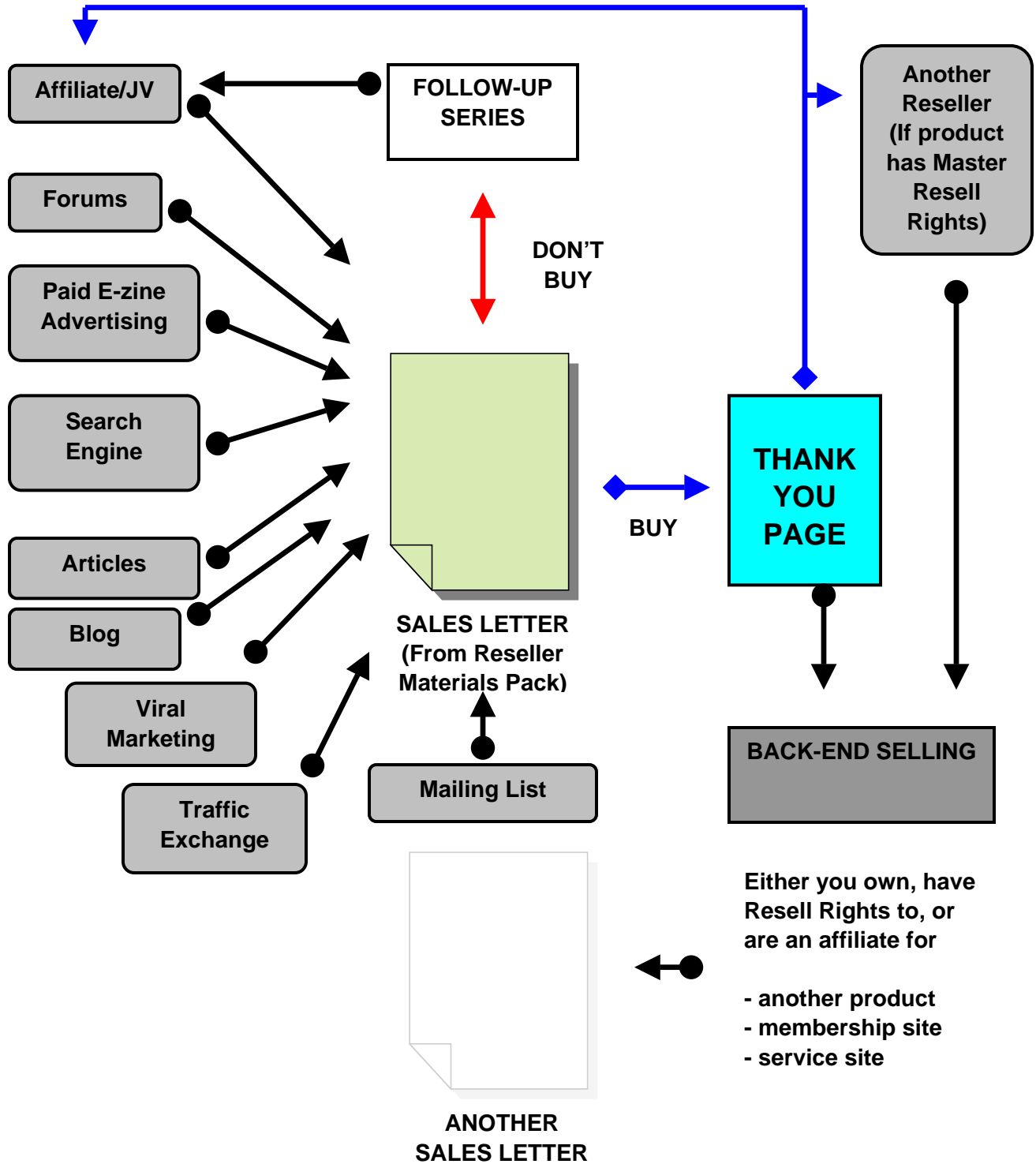
Problem #7: How do I begin marketing products I own the (Master) Resell Rights to?

Solution: This is one of the many broad but common concerns among beginning resellers.

Again, I can't cover this topic in great detail (as marketing is a subject fit for another book).

While there are several ways to making money from Resell Rights products, just as there are millions of ways to skin a cat, here is a concept summary of a proven marketing system blueprint you can adopt and adapt in marketing product(s) you own the rights to (also applicable if you create your own product).

See next page for diagram:



In Closing: Where To Go From Here?

I've given you all of what you need to know to kick-start your Resell Rights business in the **right path** and solved some 7 of your probable **biggest** crisis in Resell Rights.

I also sincerely hope that the information in this report has helped removed some of your obstacles and guesswork out of the way, making you more confident in yourself that you can say, "**I can do it, too!**"

As the report is drawing to a close end, you might want to ask yourself:

"Will I Take Action To Make A Difference?"

Now that's one question I don't hold the answer to; but **you do**. And I trust you will make the right decision for yourself to emerge as the **next Resell Rights Master!**

Warm Regards & Success Is Yours!



-- Edmund Loh,
eBizModelsYouCanCopy.com
www.ebizmodelsyoucancopy.com

Support Helpdesk:

<http://www.amloh.com/>

P.S. For the freshest ideas, techniques, news, resources, and updates on everything Resell Rights, be extremely sure to check out [my Resell Rights Tips E-zine](#).

Praises & Testimonials

"I read dozens of E-books and evaluate tons of opportunities every year so that I can bring my customers all the best. Most of what I see is junk, but every once in a while, I find a really good program I like.

"Such is Edmund's E-book 3 Steps to Profiting From Your Resell Rights Business. This is one of the best free E-books I've ever read. It's full of sound marketing advice, showing you how to market in ways that really work. Even if you don't sell resell rights, this is still an excellent way for you to learn how to start a business because Edmund's techniques work equally well on MLM, as well as affiliate programs, and creating your own products. Pay attention to this guy. He understands the principle of providing excellent value to his readers and customers, and he knows how to give."

-- Jinger Jarrett,
www.killermarketingarsenal.com

"Wow! I just can't stop reading your report, Edmund! But I am even more surprised at the fact that you're giving your work away for free when I thought it should be a paid product! I'm a reseller and after absorbing all-the-info-you-need-to-know stuff, I find myself better equipped than yesterday! Don't buy any paid E-books on Resell Rights before you try this one!"

-- Azwan Asmat,
www.ecommerce-newbie.com/ecom

"Edmund, this is one of those rare books that I would class as a "MUST READ" - not just for anyone who wants to get head and shoulders above the competition in the Resell Rights business, but also for anyone who wants to create an additional income stream online. As someone who has seen and done most things in the Resell Rights business I have no doubt that anyone who takes your clear-cut action plan and puts it to use will see some amazing results. I only wish I had a copy of this when I started out a few years ago!"

-- Tuks Engineer,
www.digital-resale-rights.com

"Wow Edmund! This is one of the most complete guides to getting started in the Resell Rights business I have ever read. This could easily sell

for \$30 - \$40 or more. This is a must read for anyone thinking of getting into the Resell Rights or already in the business. Excellent information and even though I've been in this business for years this was a good refresher for me... thanks!"

-- Jeremy Gislason,
SureFireWealth.com

"Edmund's demonstrating his generosity again! If you are serious about making your money from Resell Rights, this report is for you! Don't let this "FREE" tag fool you, because this report really worth reading and in my opinion, it's better than even some of the PAID products out there!"

-- Joe Tiew,
Megapreneurmillionsystem.com