

# Resale Rights The Alternative



A Must Have Guide for all  
Resellers and Those in the Making..

## **RESALE RIGHTS – THE ALTERNATIVE**

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# **RESALE RIGHTS – THE ALTERNATIVE**

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# What is Resell Rights and How You Can Build a Profitable Business With It

The Internet has emerged as one of the major ways in which one can make money easily. Though one must always beware of all the spurious sites that crop up from time to time, the Internet if used in a wise manner for earning money can actually prove to be quite an effective tool. This also involves the resale rights of product. This is nothing but a license over the product that you have bought.

This license allows you to modify and improvise the product in any way you want to. Ordinarily, if you want to sell a product you will have to place the description and picture of your product and create a good and impressive sale page for it. However with products that have resale rights, you need not do this. You merely have to buy the product with its resale rights and then place it on your website.

You can do this in either of the two ways mentioned below:

1. Purchasing the products as well as the resale rights completely so that you can get total portion of your profit share to yourself
2. Selling the rights that you have just purchased to someone else who in turn can resell that product

The following will tell you about what the different kinds of resale rights do:

- **Basic Resale Rights:** This is the one time resale right, that is to say that the person who buys the product with the basic resale right, cannot in turn sell that

product to someone else because that customer loses the resale right on purchasing the product.

- **Private Label Rights:** This basically gives the owner of the product the right to do anything that he or she wishes to do to the product. They can inscribe their name on the product, or make changes to the product. They can keep it with themselves for as long as they want, or sell it for a profit.

Many Internet businesses rely heavily upon such products with a resale right. The ownership of such products not only helps you to start your Internet business in a effective manner but also play a major role in building the Internet business.

Once you have the resale rights to a product, you can do whatever you like with that product. In a certain sense, the destiny of that product (and hence of your Internet business) is in your hands.

There is a lot of flexibility if you own the resale rights to a product. You do not get this kind of flexibility when you purchase ordinary products.

Here are the things that you should know about resale rights and the business related to it:

- **Creating a business out of private reselling rights does not require the businessman to create a product each time.** Having the resale rights to that product he can actually recreate the product the way he wants. It just means that one has to modify and improvise on the product according to his needs and the kind of demand he gets. This is indeed a very flexible way to do business.
- **What the businessman who has acquired the resale rights of the product needs to do is merely place the product on his website with a new and improvised product description.** He will not have to go about making the sales page right from the scratch. The basic information about the product has already been given to him. The changes that he makes to the product, he needs to update only that.

- **An attractive picture of the product needs to be provided.** Either the original image can be used or else another image can be created depending on the businessman's preference. Make your image of as good a quality as possible in a popular and easily downloadable format. You will not need to have a very flashy picture. But make sure you have something that clearly defines your product and supports the description in text.
- **Create a proper page on which to host the product description and its graphical representation.** You need to make this page attractive. Remember that many visitors have come to your site via another site. And therefore, it is all the more important that you make your page especially attractive since there is a tendency of people moving on to another link within 20 seconds. Therefore, if they find anything catchy on your page, they will linger one. Otherwise, they will move one.

# The Types of Resell Rights

While some people know exactly what resell right are, some have a very vague idea about it. There are so many different kinds of resell rights that any marketer will be bewildered at the time of either creating his own product with resale rights or to work with a product which already exists. Even though this is not a very simple topic, we will try to explain this as easily as possible in this article.

The products with resale rights come in a variety of sizes and shapes. There are a large number of products bundled all together and then sold for a very low price. Or else, there is a single product which is sold for a very high price, say a four figure price. Apart from these, there are the several varieties of resale rights already mentioned.

To begin with, there are the simple resale rights. These simply give you the right to sell your product and offer nothing else. This basic resale right will not allow you to claim that the product is your own nor can you give someone else the resale rights for this particular product.

These rights are generally the cheapest rights you can get, and they make it much simpler to get into the black. In a lot of cases, these rights are free, but they usually have a fixed price and terms of sale.

To put it simply, suppose if the product sells for \$20, you have to sell it for \$20 only, and not at a price higher or lower than \$20. When you are buying the rights for a certain product, make sure that you understand it perfectly before you sell it because there are sure to be support questions which you will be faced with.

Master resale rights are somewhat more complex. These rights generally come with the webpage to accompany the product you are dealing with. These rights allow you to not only sell the product but also to pass the resale rights for this particular product to your customers.



There are two kinds of private label rights. The first kind is one where you are given the resale rights of a products which is already created and you are also allowed to put your own name on the product as the 'author' of the product but, the clause here is that you cannot change this product in any way whatsoever.

All that you are allowed to do by virtue of this right is -sell the product and also put your name on it as long as it is kept completely in the original state without any alterations.

The second kind of private label rights is called the source code rights. This right involves a product which is not finished and ready for sale. It is the raw source code which you can use to create the finished product. It will be in source code format if it is a program such as an ad blaster.

If you want to create an informational product, for example an eBook, then it will come in a word processor format such as Microsoft Word. You can change this product in any way that you wish to, including making it a product which will grant resale rights of any of the kinds already mentioned.

These rights are generally associated with software and allow you to change the source code that comes with the product so that you can alter the software to suit your own requirements or to remove any bugs in the product before you sell it in your target market.

Rebranding rights are those which deal with products which are similar to the ones described above but they are more restrictive because you can frequently rebrand only certain links, to include your own associate links for example, and cannot alter the main content in any way.

Royalty rights are usually associated with physical products and even though you are allowed to resell the product, you cannot keep 100% of the profit a you shall have to pay the original author a commission or a certain percentage of the profits per sale.

This article was a simple summary of the various kinds of resale rights which are available but there is one final point of importance. You have to remember that every

product is different in some way and will come with its own resale rights. You should always make sure that you read the License Agreement well, so that you understand what you can and cannot do with the product.

Get in touch with the original creator of the product if you are in any doubt so that he can explain the rights to you.

# **Profitable Ideas on How to Build and Expand Your Business with Resell Rights**

In the early days of the Internet, a product was created and sold by the original creator or his associates. As the market started developing, the idea changed and people began passing the resale rights to the buyer along with the product.

This implied that people could now sell the product as the reseller and then keep the profit. This was a completely win-win scenario where the creator would get a higher sum and the reseller would get the resale rights.

Thus, the resale rights products industry is a popular industry. When you search for 'resell rights' or 'resale rights' on Google, there are a huge number of returns. Thus, there is a high amount of activity in this sphere with a lot of people writing about and selling resale rights products which in turn is bought by other people and then resold again within the limits of the resale rights. The cycle continues.

You can buy a resale rights product from the creator himself or from the person who buys the rights and resells.

## **The Reseller:**

It does not matter whom you buy the resale rights product from as long as the price is the same but the original author or seller does ask for a higher price as a rule. As he is the creator of the product, he has the right to do so.

When you check out the 'resell rights' results on Google, then notice how almost every website is selling you some resell rights products. Some are also selling packages. It would be a good idea to go through these offers to get a better understanding of how resale rights works.

They seem very cheap and good deals and multiple packages come within a price range of \$49 to \$199 in a variety of websites. However, there is a much better and cheaper way you can get a constant stream of products which you can choose and sell.

When you buy a package from a website, you will soon be done with it. You will have to buy a new package to have a new set of products. And then, your choices will be restricted to the products which are there in the package.

Do not think that I mean to say that these packages are not good deals – they are. They are popular because they give customers a lot of value for the amount of money they spend on it. When you turn into a reseller, I would also recommend you sell these packages. However, I wish to stress that there is a better way you can invest your money if you planning to join the reselling business.

The alternative option will offer you a continuous supply of products at no extra charge, and this option is to become a member of a website which will supply these products to you. These websites are called Membership Sites.

There are a wide range of rights which can be passed along with the product and it is of great importance that you understand the various kinds of rights because product rights is an important issue and protected by copyright laws. Thus, you should understand the following terms and how they are different from each other:

## **Resell Rights:**

They are also known as resale rights. This implies that you can sell a product for any price you wish to and keep all the profits. There are pre-written sales pages, thank-you pages and product images which these products come with. They generally have a suggested retail price listed.

You are usually allowed to give them to your members or customers as a bonus or include them for downloading on a membership site.

This kind of resell right does not allow you to pass the resell rights to your customers.

## **Master Resell Rights:**

These rights allow you to give away, bundle it, resell it, create new information packages or include them in membership sites. These rights allow you to pass the resale rights to others.

Hence, if you sell the product to someone, then he can sell it to someone else. Master resell rights generally cost more but this is ok since they give more control to the owner.

However, the rights may vary somewhat and that depends on who the creator of the product is. Ensure that you follow the license rights which are included with every product.

## **Private Label Resell Rights:**

These allow you get the source codes of the products, from which you can create your own product and call it your own. You could edit it in any way you liked and then sell this recreated product, bundle it with different products or include in your membership site.

# Avoid these Mistakes with Resell Rights Products

You should learn how to avoid making mistakes while marketing resell rights by knowing about the kind of mistakes usually made. The top five mistakes most commonly made by resale rights marketers are:

- **Selling the resell rights products to a large number of people.**

This might make your potential customers so disturbed that they might change their minds about investing in your resell rights product. Experienced marketers who have some know-how about the resell market understand what a big mistake this is.

You need to have these people on your side.

They have the presence on the Internet as well as the big lists which might help you to market your products effectively. If you sell the resell rights of your products to too many people, then none of those would be able to make much money off the rights because all your customers would be competing with each other to make profits over the same product.

Even though the idea of selling your product to as many people as you can seems very profitable, you will not be able to make so many sales because you will drive people away from investing in your product. They will not want to buy a product which they cannot make money from. This would make the value of your resell rights product also lessen.

Thus, for the reasons mentioned, you should set a limit to the number of people you will sell to. You need to set a roof for the number of copies of your resell rights products you will sell and also ensure that the roof is not too high. This will ensure that you do not sell too many copies to too many people.

If your ceiling is set too high, then the value of your product would suffer. For instance, if you sell to 1000 people, then every customer would compete with the other 999 to capture the same market. This would make the product a very hard sell, and then diminish the value of the product.

- **Pricing is important.**

If you price your resell rights product too low, then it will attract too many buyers including some people who will buy for the heck of it but then not do anything more to market the product.

You should increase the price of your resale package and thus add value to the resell rights product you are marketing. This will make sure that when a person invests in your product can make some money out of it and will also work to make more money with it. It will be a win-win scenario for all concerned.

- **Failing to clear state or explain the terms and conditions of usage license.**

The resale license which accompanies the resale rights products is extremely important. It describes the obligations and rights of the reseller in minute details.

The document where the guidelines are established is the Resale Rights License and it is your guarantee to the customers that all these rules shall be implemented to protect their interests.

Take some time to note down carefully the restrictions of the rights you will be giving to the resellers and present these in a license agreement, in PDF format preferably. Adobe documents cannot be changed very easily and this will be able to give your customers the protection they require.

- **Failure to honor the terms and conditions for the resell rights products that you have set for yourself.**

Failing to stay true to what your promise can damage your business badly. If you say you will sell 100 resale rights of a certain product, then you cannot sell 101 products and then say it was an error in counting. This is dishonorable and people will lose faith in your business.

If you promise to give your customers private label rights, you cannot limit the way they could change the work. You must operate in your business dealings with frankness and sincerity.

- **Selling resell rights products at the peak of the product's market life.**

This might be of advantage to your potential customers but it is definitely a negative sign from the point of view of a business.

If a product is of good quality and has a high potential of selling well, you should sell it yourself. But if you want to stick to product creation and leave marketing to your customers, even that is good, as you will have many people marketing your product for you.

Remember that it is very important to have a sound business plan before starting resell rights marketing.