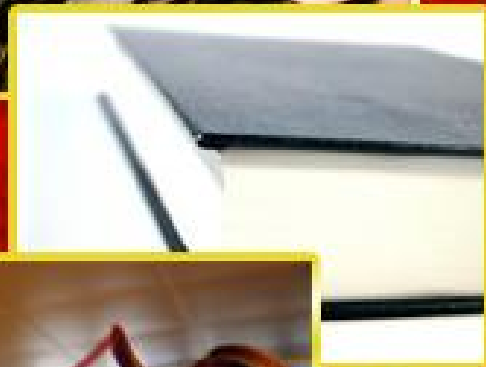


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for eBook Authors

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***Leverage on Resell Rights for eBook Authors***

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This book is a common sense guide to profiting from Resell Rights. In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

Any perceived slights of specific people or organizations are unintentional.

This manual is written in Times New Roman for easy reading. You are encouraged to print this book.

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# **Introduction**

You are about to discover how **YOU** can increase your up-sells, reputation, quality leads, and residual income exponentially by leveraging on **Resell Rights**!

**Hi eBook Author,**

Welcome and thank you for investing in this manual.

You are about to discover the powerful leverage in Resell Rights which you will do well to use especially since you are an eBook author.

You and I know that one of the **best** ways to **make money** online is to sell information – in the form of **Electronic Books**, that is.

You are probably gifted or already well-versed in writing and creating products, a skill that not everyone online would necessarily have, so I will show you how you can use your skill to create a **win-win-win** situation. In case you are wondering why it is win-win-win instead of the usual win-win quote, I was referring to the customers, your resellers, and YOU, of course!

In this manual, I will also show you:

- ☑ The **4 ways you can make money** from your product with Resell Rights,
- ☑ **What you need** to get started, **where to get them**, and how to **plan** (and execute) your Resell Rights success map!
- ☑ How to **create your product strategically** – how to include your affiliate links and recommendations,



- ☑ How to **architect your Resell Rights terms and conditions** – so it would be clear as day and hard to prick holes into!
- ☑ What and how to **pitch your sales letter to appeal to two different markets**,
- ☑ **What to prepare your resellers** – equip your resellers to the **max** with all the things they need to do the work with as little guesswork and chores as possible as their main concern should to sell, sell, sell and market, market, market!
- ☑ How to **earn residual income** by leveraging on your reseller's efforts without them minding at all (because I will also show you how you can include them in your success plan they can have their fair share of),
- ☑ **Extra tips** you can use for your own,
- ☑ And **much, much more!**

This guide is also packed with champion case studies and genius concepts you can model after and champion mistakes you would not want to repeat after!

The powerful information is staring at you within the coming pages. You will get all jumpy and excited. Your head will ache with ideas.

We will be discussing on this together but before that, I strongly recommend you print this manual out if you have a working printer. While you are at it, you may want to fetch yourself a cup of coffee with some light snacks to go with.

This manual is printed in Times New Roman for easy reading. You will be able to cover and grasp everything in a short period of time and by the time you reach the last page, I bet **your brain will be on fire**.

Now, let's **heat** that brain of yours up, shall we?

Warm Regards,

**Daniel Sumner**

**The Resell Rights Concept for  
eBook Authors**

If you are a digital product creator who writes eBooks, you will do very well to leverage your product income and success simply by conveying Resell Rights to your product.

Resell Rights brings several income opportunities with it that you can make your money from.

With the soar of popularity in Resell Rights for the last few years, a lot of resellers are crawling the Internet in hunt for quality Resell Rights products they can resell and profit from so this is your chance to take advantage of the phenomenon which is here to stay.

Do it **right**, and you will enjoy residual income (and if you like, residual reputation, residual leads, residual this and that) without exerting any extra effort on your part when it comes to marketing, just as some of the top product authors are out there.

And I will show you how you can do just that.

### ***The Concept***

Quite simply, you sell your eBook, conveyed with Basic or Master Resell Rights. In a nutshell, Resell Rights gives the reseller the right to resell a product.

There are usually two types of Resell Rights, which are: **Basic** and **Master**.

**Basic Resell Rights.** You have the right to resell the product but your customer does not have the right to resell it to another.

**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.

Thus, your eBook product will appeal to two markets, namely the customers (consumers) and resellers.

Customers are only interested in using the information in your product. Resellers, on the other hand, act very similar to any franchisee, whereby they would like to take advantage of the Resell Rights income opportunity you have to offer with your eBook.

Resellers can only resell eBooks with Resell Rights. In other words, as long as you convey some form of Resell Rights to your eBook, resellers are allowed to resell your eBook and keep **100%** of the profits.

You do not need to mind about this as you can count on back-end income as your reseller's customers can be YOUR customers through your own links and affiliate IDs built into your eBook.

And if your resellers would like to have the affiliate IDs in your eBook to be rebranded into theirs, you can charge them an additional fee for rebranding service.

### ***Why eBook and Not Other Types of Digital Products?***

For one, eBook is the **best-selling** digital format on the Internet. Secondly, it is more convenient to insert affiliate links into an eBook, which is hard or nearly impossible to do with audio/video format.

While you can rebrand affiliate links within a certain software or program, resellers in general favor reselling eBooks over software.

### ***4 Ways You Can Make Money***

Here are how you can profit from selling your eBook with Resell Rights:

**1. Upfront sale.**

You make this type of money simply by selling your eBook at a one-off sale. Nothing really interesting, compared to the next type of income.

**2. Back-end sale. (Or residual income)**

NOW this is the interesting part. You make some more money from the “backstage”, namely your own links and affiliate IDs which you have embedded in your eBook.

To ensure that your back-end income is really residual or passive, build in affiliate links which are at least 2-tier and preferably you own the affiliate program.

So whenever your resellers resell your eBook, you would not mind having them keep all the profits to themselves because you know that you are riding on their marketing efforts because their customers can ultimately be yours, too, as long as they purchase another or service as a result of clicking on your own links or affiliate IDs that belong to you in your eBook.

**3. Rebranding fee.**

Some of your resellers will want to enjoy the privileges of back-end income that you are experiencing, too. So, the next source of income can come mainly from your resellers who are interested in joining the affiliate program and have the affiliate IDs in your eBook rebranded to theirs.

You can charge them a small fee for rebranding and if you own a monthly paid membership site or service, this can very well be your other source of income, too!

#### **4. Selling Resell Rights.**

You can choose to convey or sell the Resell Rights to your product separately. Resell Rights, if sold separately from the product, can cost up **5 times** the normal price of a product.

Alternatively, you can convey the Resell Rights (Basic or Master) to your product as a bonus for purchasing to encourage viral marketing without any effort on your part.

#### ***Why Resellers and Not Affiliates?***

So, you are probably wondering: why resellers and not affiliates? After all, there are product authors who are successful in sales simply by creating an affiliate program for all affiliates to join and market his product for a commission.

While there is no right and wrong answer here, consider the following:

Overall, resellers are usually more motivated than affiliates. Why? That is because a reseller has to invest an amount of money in acquiring a product with Resell Rights. That is his money (and probably hard-earned at that) on the table and he is more motivated to cover investment quick and then profit from it.

On the contrary, there is no joining fee in becoming an affiliate. This is probably the reason why most affiliates are not as motivated as resellers as they have never invested any money at all in becoming one. Succeeding or dropping the program altogether would not make any difference to the affiliate.

If you start an affiliate program, you will risk affiliate spamming. If you visit the forums and your affiliate program gets popular, it won't be long until you see your own affiliate spamming your favorite forum which you frequent often. I know it is the work of a moron, but so true is the saying "suckers are born every minute".

And that explains why it happen everyday. Not only do you risk your reputation, you are risking having a date with someone in bigger authority than you, namely your landlord a.k.a. Mr. Web Hosting, especially if some one actually reports affiliate spam to him.

Resellers, however, work independently. A reseller sets up his or her own page or web site with the given marketing materials (often called reseller packs) to start selling the product. If the reseller is at fault, his business would be affected and not yours.

And since resellers do actually invest in the first place to get hold of your eBook, some of them won't mind paying extra to have their affiliate IDs rebranded or even join your recurring membership site or service to enjoy residual income, too!

All in all, resellers help you market your eBook aggressively. As long as you give them strong reasons and strong incentives to do so, leveraging your business on Resell Rights can be a true **win-win-win** for everyone!

# Mapping Out Your Plan

Alright, now that you have grasped the concept, it is... nope, not action time just yet.

“Failing to plan is planning to fail”, remember? So, let’s start with a plan first! Remember to get a pen and paper before you continue – you might be hit by an avalanche of sudden ideas, especially if you are very creative.

## ***Find a Niche and Fill It***

If you have yet to compose your eBook, you **MUST** start with this step: find an existing demand in the Internet marketplace. **The larger, the better**. And better still, people are willing to pay good money for good information.

I would be lying if I told you to put the importance of your product in front of the demand.

*No demand = no sales = why should anybody want your eBook in the first place, even if it is free?*

This equation makes sense, doesn’t it?

Searching out for your niche is a lot easier than you think if you have not guessed it by now.

Use the Overture Search Term Tool here:

<http://inventory.overture.com/d/searchinventory/suggestion/>



Assuming the product with Resell Rights you are considering purchase is targeted at weight loss (hot market by the way), type in the keywords related to the weight loss topic into the Search box. In about 30 seconds or less, the results will display how many people have searched for that specific keyword or related in the previous month.

Hypothetically, the more searches, the bigger the demand.

Here are just some of the many existing **hot** niches online that I suggest you can go into since they are on the feeding frenzy and that people are willing to pay for that kind of information!

- Dating
- Web hosting
- Advertising
- Domain name
- Stock Market
- Home Business
- Internet Marketing
- Photography
- Graphics
- Pets
- Web designing
- Self-help
- Finance

Preferably, target an existing niche market that you are familiar with. And most importantly, people are willing to pay for it.

Since we have established that eBook is the best selling digital format and that you should use it for your Resell Rights business plan, you must ensure that it would be practical to dispense information in your eBook for that specific niche market you are catering to.

For example, it may be practical to dispense professional information and advice in your eBook on Internet Marketing, but it would be hard or nearly impossible to teach your reader how to excel in a certain sport with an eBook.

**\*Important:** Since you are going to convey Resell Rights to your eBook, it is very likely that you will build an affiliate program (2-tier), MLM, or matrix in your eBook that links to membership site or service you either own or are an associate of. Ensure that the niche you are targeting is practical for that kind of back-end links to recommend to your readers.

For example, you can sell a Ghost Story eBook with Resell Rights. If the reader is interested in reading more ghost stories and is willing to pay for it, he can join your membership site where you send out ghost stories on a regular basis for a monthly fee.

## ***The Plan***

When charting out your Resell Rights business plan, ask yourself the following questions (and answer them well so you can have a better chance of making your plan successful!):

### **1. What niche market should I cater to?**

We have discussed this earlier. Be sure to target an existing niche with a huge demand that people are willing to pay for. If you are targeting kids, for instance, the chances of kids under 18 having their own credit cards are practically zero, and not every kid can convince his or her parents to use their credit cards, too, right?

Take residual income into consideration as well when choosing your niche. What membership site or service that people are willing to subscribe to monthly?

### **2. How to write and architect your eBook?**

Good writing is a skill I trust you already have as an eBook author. However, you must be able to strategically place your advertisements and recommendations in the form of your own link or affiliate IDs in some places of your eBook – not too little and not too many, either. We will discuss this in detail in the coming chapter.

### **3. How to architect your Resell Rights terms and conditions?**

This is one of the most crucial success factors in your Resell Rights plan. A poorly elaborated and less-restricted terms and conditions can be responsible for foiling your plans to residual riches. Also, the other half of the success factor is what you really do when a reseller breaks the rule and you have found out. More on this one in the coming pages.

### **4. How much to price your product?**

Depending on the quality and amount of information you dispense in your eBook, you must price your product reasonably as this is another critical success factor.

**Tip:** Amount figures with the “7” at the end is normally attractive in the Internet Marketplace thus makes the digital product in the “hot spot”. Examples: \$27, \$37, \$47, \$67, \$97, \$167, \$197, \$247, etc.

### **5. What kind of Profit Centers do you want to build into your product?**

In the first chapter, I have described to you 4 ways you can make your money from simply conveying Resell Rights to your product.

It would not make any sense selling your eBook with Resell Rights if your product does not have any affiliate IDs which are at least 2-tier. However, you can choose to sell your eBook together with its Resell

Rights or separately, which would obviously cost your reseller more if he is to acquire the Resell Rights to your product.

**Tip:** Sell your eBook together with its Resell Rights, whether it is Basic or Master Resell Rights. You want to make your eBook easily available for your resellers to resell thus encouraging viral marketing without any effort on your part. Quite simply, your efforts are one-off and they get paid residually if done right.

## **6. What to equip your resellers with?**

The reason some people choose to make money as resellers is because they want to get started with a product and everything set up in the shortest time possible. They are probably not good in creating products. Perhaps, they would like to make money as soon as possible. Or they hate guesswork. But one thing is for sure, they all like the idea of residual income.

As the eBook author, you eliminate as much guesswork as possible and make it easier for them to set up their own business to resell your eBook. They need a sales letter – give them. They need web hosting – give them (if you do not own one, at least refer them with your affiliate link). If they do not know how to write advertisements – write for them.

You want to get your resellers started as soon as possible. Remove as many chores as possible from their hands as their time is better focused on marketing. In this manual, I detail to you how you can equip your resellers to the max so that they have no excuse NOT to resell your eBook for you.

## **7. How and where to market your product for upfront sales?**

This falls pretty much under Internet Marketing, but I will show you some of the most effective methods that I – and other Top Internet Marketers – use to market our own product or service that you can

follow, too. It makes sense to follow what is already working rather than trying to reinvent a wheel. (What other shapes does a wheel come in besides round?)

## **8. How to get resellers to market for you willingly and aggressively?**

The Internet marketplace is flooded with tons of Resell Rights eBooks. Why should resellers choose to resell YOUR eBook over others?

Call it USP (Unique Selling Position) if you want to, but you must give resellers very good reasons to market your product willingly and aggressively (and not to mention, fully motivated, too). Not to worry about this as I will show you how you can achieve this as well.

## **9. Where and how to get your own residual income opportunity built into your eBook?**

You can either create your own membership site or service or join an existing program yourself, which you can confidently recommend in your eBook. The program:

- **Has residual income opportunity** – 2-tier affiliate program, MLM, or matrix.
- **Is relevant to the theme of your eBook.**
- **Is something your customer or reseller will likely subscribe to after reading your eBook.** For example, if you wrote an eBook on starting an Internet Business, the reader will likely need web hosting and domain name to start with so you provide those via your own link or affiliate link.

Also, if your reseller wants to rebrand the affiliate links within your eBook into his, how much would you charge him? \$10? \$15? \$30? Or free as an incentive for joining a paid recurring program under you?

## ***What You Need***

Make a checklist and be sure to have ALL of the following components you will need to get started. Here is a list of things you need and their estimated cost.

	<u><b>Estimated Cost</b></u>
<b>1 Your Product with Reseller Materials Pack</b> You will need to first write your eBook in .doc format and later convert it into .pdf format using a PDF Converter program.	Digital – (variable/free)
<b>2 A Domain Name</b> Your Internet address (e.g. <a href="http://www.planet-e-books.co.uk">http://www.planet-e-books.co.uk</a> ) must be relevant to the nature of your business or your product.	\$8.10 per year
<b>3 Web Hosting</b> You need web space where you store your files and documents such as web pages, scripts and images.	Free \$5.99 per month
<b>4 Auto Responder</b> A follow-up system that can automatically follow-up with your prospects after they leave your web page. Most of the time, people don't buy on first contact. Therefore, having an auto	Free \$ 19.95 per month

responder is essential for your Internet Business.

- |   |                              |
|---|------------------------------|
| <b>5 Credit Card Payment Processor</b>  | Free                         |
| Enables your customer to pay you through a secure server.   | Paid – \$29 - \$50           |
| <b>6 Affiliate Program (optional)</b>   | Free                         |
| You will need this if you are going to leverage your selling efforts on a selective group of powerful Joint Venture partners.   | Paid – \$29 - \$50           |
| <b>7 A Monthly Recurring Program</b>  | Variable (depending on cost) |
| A membership site, suite or service you either own or an associate of.  |                              |
| <b>8 Other Software and Tools</b>   |                              |
| <ul style="list-style-type: none"><li>• Adobe PDF Converter</li><li>• Microsoft Word</li><li>• FTP Program</li><li>• HTML Editor</li><li>• Professional Paint Program</li></ul> |                              |

**Recommended Resource:**

You can get all of your Resell Rights Business necessities such as domain name, web hosting, auto responder, PDF converter, file upload manager, web site builder, sales letter generator, pop-up generator, and more at [SOLOBIS](#) for a low monthly fee. This way, you can save money from purchasing tools ala carte and time and effort sourcing for them. You are not required to have any experience in programming and designing either to access this suite.

# Creating Your eBook

Alright, the buck starts **here**. You do all the writing of the eBook, your resellers concentrate on marketing – fair and square.

Ultimately, your goal is to save your resellers time and effort from creating their product, which can be especially time consuming to those who are not good in writing.

## ***Reminder: Demand First***

I have mentioned it earlier but it is worth reminding you again: the **demand** comes **first** and before the product creation. Savvy resellers are wise in choosing quality, in-demand products to resell.

So, conduct a market research first. Choose to cater to a demand that you are preferably familiar or knowledgeable with and that people are willing to pay for the kind of information you provide in your eBook.

And above all, be sure that there is away you can make **passive income** from your eBook!

By this, I am NOT referring to 1-tiers or one-off-sale affiliate programs. The whole idea of being the author of an eBook with Resell Rights here is ultimately **residual income**. You cannot go far in business with making just one (or even two) sales from the same customer. So, why not make as many of your first-time customers **life-long** customers as possible?

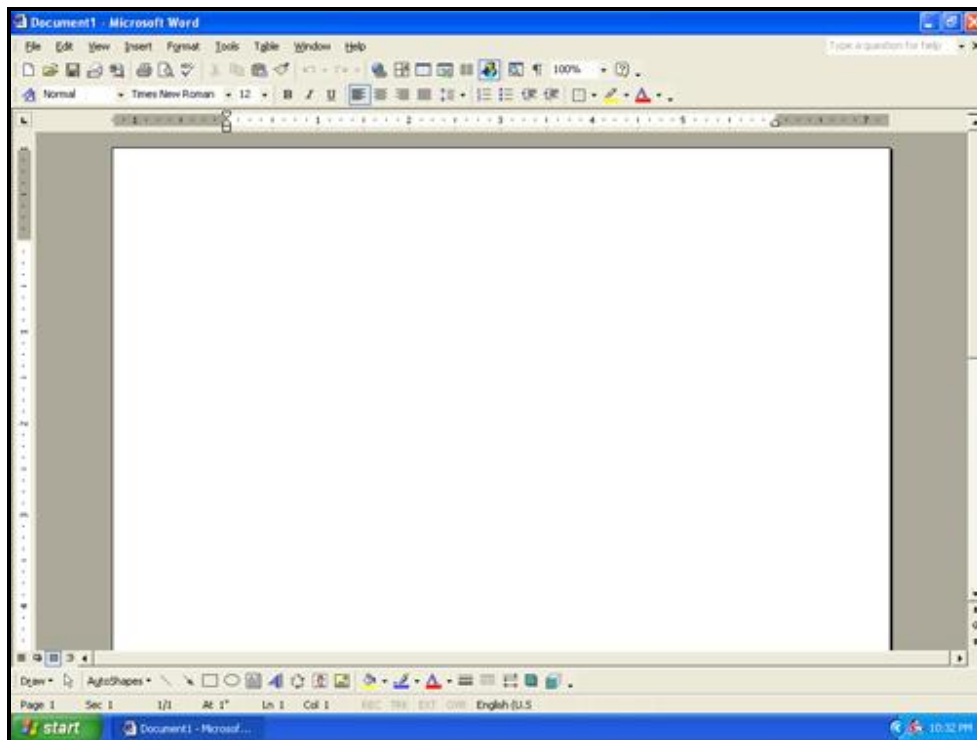
You also want to leverage your efforts on your resellers' marketing power in the masses as their customers to be YOUR customers, too. Remember that in



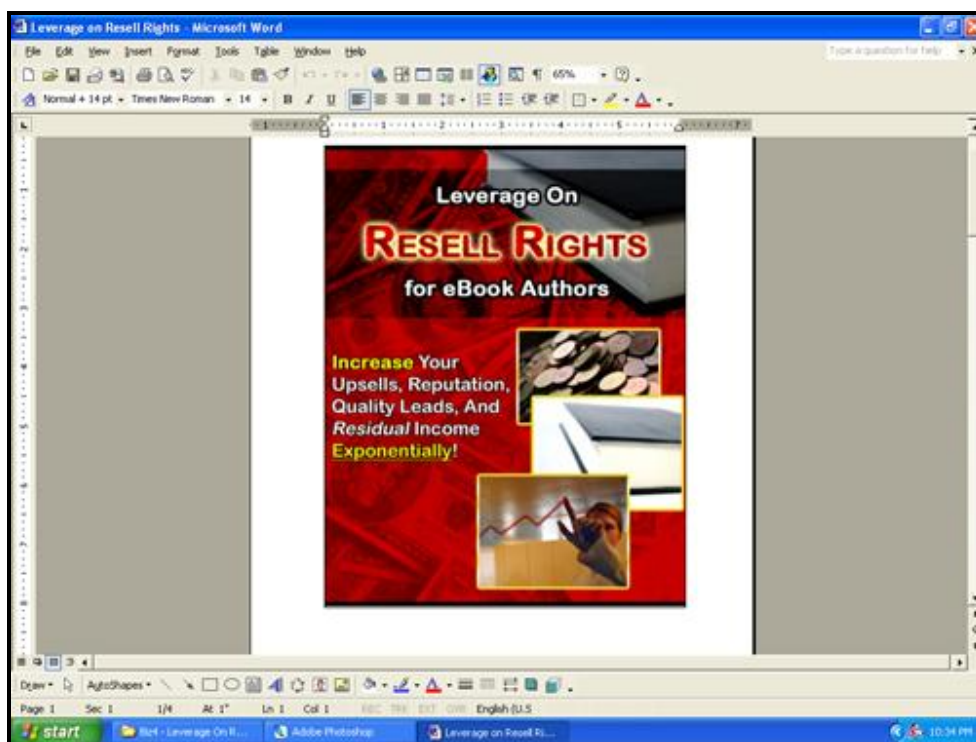
the place of the eBook author, BOTH resellers and customers are YOUR customers, too.

Now, let's get started with your first eBook with Resell Rights.

### ***Create Your eCover***



**First thing's first:** open your Word Program. In my case, I use Microsoft Word to create my Word document in Microsoft environment. Here is the rule of a thumb – always start your first page with an eCover. You need a face. A book needs a cover. Your eBook needs an eCover.



Doesn't this screenshot look familiar to you? It sure is! Scroll back to Page 1 and you will find this is the eCover for this eBook. I use Adobe Photoshop Program to create an eCover like this. If you are well-versed with professional paint programs like Adobe Photoshop, designing your own professional eCover would not be a problem.

### **If You are Not Good at Using Paint Programs**

Alternatively, you can:

- Hire a professional graphic designer to do the job for you. Some professional graphic designers charge around **\$99** per eCover done (usually together with its product image). I recommend a professional designer at [Ps-Indepth.com](http://Ps-Indepth.com). He does not charge near that much for the same kind of quality work produced.
- If you don't wish to engage a professional designer, you can create your cover using whatever skills you have in the Microsoft Word environment like the example below:

(Example eCover)

The  
**Ultimate**  
Self-Help Guide  
**For the Hopeless**

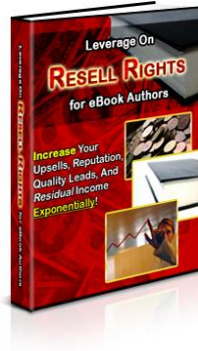
**By Jane Hope**

*Why failing is **not** really failure after all, but only  
success delayed!*

Notice how simple but professional looking the eCover above is, even without the skill of a professional graphic designer is applied.

## **What about the Product Image?**

Here is an example of a product image:



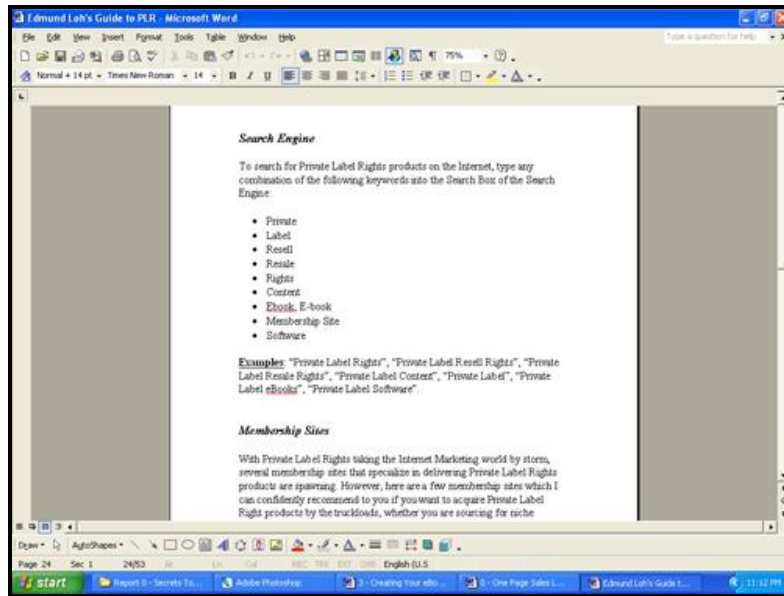
This is the product image for this eBook. While this eBook is available in *electronic format only* (and so will yours), people prefer to SEE what they are going to buy or even invest in.

To create your own product image like the above, you can either:

- **Create your own** using Paint Programs such as Adobe Photoshop,
- **Hire a designer** to design the product image for you. I recommend one at [Ps-Indepth.com](http://Ps-Indepth.com), or
- **Utilize software** that specializes in creating product images. You can also get a professional cover-designing tool at [Virtual-Cover-Creator.net](http://Virtual-Cover-Creator.net).

## ***Write Your Contents***

After you paste the eCover in the first page of your Word document, compose the contents.



If this is your first time writing your own eBook, you can use your favorite books as a reference where format of content is concerned. No, you are not going to copy the content. But the format doesn't have any copyright, does it? The format of your eBook can go like the following:

- Page 1** – The eCover of your product
- Page 2** – Copyright, legal notices
- Page 3** – Table of contents
- Page 4** – Introduction
- Page 5 onwards** – Your contents, broken into parts and chapters
- Last few pages** – Your words in closing, and author bylines or resource box.

You need not follow this format strictly but this is the most basic format. This step is the most time-consuming step to creating your digital product.

I do not know how you are going to compose your information product but as long as it is a **quality product with the right price tag** – you have **passed**. Do a good job on this and you will find your refund rates *very low*.

### **What Passes as Quality Content?**

While it is difficult to determine the borders of quality content, make sure that your information is:

- ☑ **Practical.** While “practical” is just one word, no one has the compelling reason to go online to purchase theory books since they are mostly accessible in conventional schools. Provide information that people can use and apply.
- ☑ **Not found in free articles.** As long as there is a price tag on your product, it would not be wise to collect articles with reprint rights and author bylines and compile them into some parts of your eBook.

For one, these articles are probably easily accessible in public areas such as article directories where people can search easily using the Search Box. People are paying for information, so make their investment worth while, whether your eBook is priced \$1 or \$97.

- ☑ **Value for money.** For example, you can be a practicing professional Internet Marketer. If a person were to see you face to face, you would charge him \$100 an hour.

Alternatively, he can purchase your \$30 eBook that teaches him on Internet Marketing. You can dispense more information in as many pages as you want in an eBook than in an hour, or even hours.

- ☑ **Eliminating guesswork.** You save your customer time, money and effort from guessing in the dark, making horrendous mistakes, or even reinventing the wheel!

## ***Embedding Your Affiliate Links***

This is where making your back-end income is concerned so pay attention to the following details.

Throughout the contents of your eBook, you insert some of your own [hyperlinked](#) affiliate links in the form of recommendations.

**Warning!** Don't place too many ads (or even any at all) in your eBook especially if it is a high-ticket item, such as \$97. Savvy resellers will do well to choose to resell other people's product over yours since it is obvious that the intention of those ads were for your back-end income instead of theirs (especially when there is no way for them to earn back-end income, too!).

You have to predict well what your reader will probably do next and make it easier and convenient for him to take action and apply the information in your eBook simply by giving him recommendations in the form of your affiliate IDs.

Now, you may own or not own the program behind your affiliate ID. But the most important thing is that it is worth your reader's resource and commitment to take action.

## **If You Own a Recurring Program**

The program you own must be relevant or of the same theme as your eBook. If you are going to control your back-end income, you will have to start a membership site, service or suite which provides either one of the following:

- 2-tier affiliate program
- MLM (Multi-Level-Marketing)
- Matrix

For example, your eBook can be about starting an Internet Business. It is very likely that if the reader wants to pursue his Internet Business passion, he will need to have web hosting, domain name, auto responder, and other things to get started.

You can arrange a suite that provides all these necessities and recommend to your reader in your eBook and if he joins, you get to receive monthly income from him as long as he uses your service to operate his Internet Business!

Assuming your program is either 2-tier, Matrix or MLM, if your reader or reseller refers other people to your service, you make even money, too! Your referrers, on the other hand, earn a percentage of the residual income, which means that your program is attractive!

### **If You Do Not Own a Recurring Program**

It is understandable that setting up your own membership site, service or suite can be effort, time, and even money consuming. Then, it is up to you to first check out if a program is worth joining in the first place.

While joining another recurring program which you can proudly recommend spares you of the work in setting up and operating the service, the drawback is probably that you, too, will have to pay a monthly fee to stay associated and enjoy the benefits of the program.

You can start your search for programs which are 2-tier at [Associate Programs](#) directory.

You can also comb the Internet in search for Matrix or MLM programs which you want to recommend in your eBook (as affiliate) by hitting the Search Engines or subscribe to Internet Marketing newsletters. You can subscribe to the [Resell Rights Tips eZine](#) to keep yourself posted on any of such programs which might spell an opportunity to you.



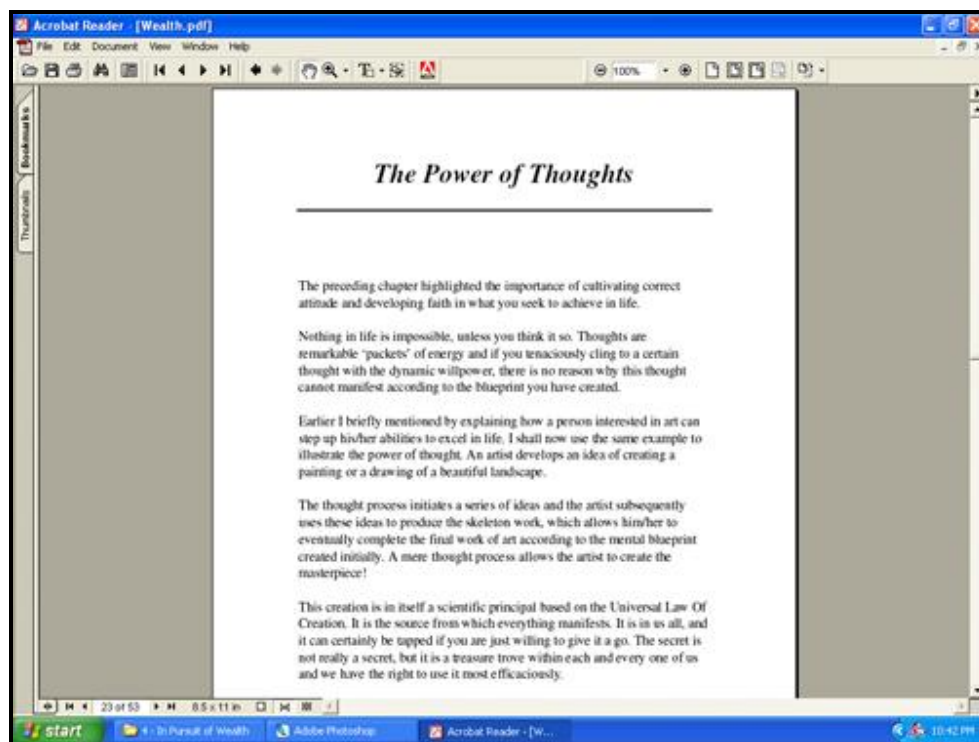
## ***Convert Your Work into PDF Version***

Once you are done with your work, proof-read it and correct any spelling, grammatical errors or fix sentences with better wordings that you can find.

Convert your Word Document into Adobe PDF Format using **Adobe PDFMaker**. The latest PCs should have this program installed in your Microsoft Word Program. But if you do not have Adobe PDFMaker by any chance, you can get your copy of Adobe PDF Converter program for **free** [here](#).

Regardless of any Adobe PDF Converter program that you use, be sure that you set your options to **disable the copying and editing functions** to the contents in order to protect your product from being altered by your customers. However, you must **enable printing** by your customers so that they can print your EBook contents for easy reading.

After the conversion is done, the results should look something like the following:



Notice that everything in your document is intact. No features in your work have changed – but no one can perform a right-click and copy the contents of your work!

Congratulations – you have completed your eBook and taken the first step to Resell Rights riches for eBook authors!

### ***Why PDF and Not EXE?***

Okay, so you are also aware that there is another eBook format, namely the .exe format. While you are able to hide affiliate links from being shown in the .exe environment (which is one pro), there are too many cons to .exe eBooks, making its sellable format questionable. Consider the following:

- **Macintosh users are unable to read eBooks in Mac environment.** While the minority of the Internet consumers out there is Mac users, you can lose a percentage of sales simply because these potential customers cannot read your .exe eBook in their PCs.
- Since most viruses come in the form of .exe files, a lot of Internet users **suspect that .exe eBooks can be among the viruses** as well, which is hard to tell, even for the savvy ones.
- .exe eBooks, in several instances, appear to be **cheap** or less quality and their price are not justified in most cases.

Given the above facts to consider and that I have not considered the .exe eBook's printability just yet, it is obvious that you should write your eBook in PDF format.

# **Architecting Your Resell Rights Terms**

This is what makes your eBook have Resell Rights. In your Resell Rights terms and conditions, you determine what your reseller can and cannot do with your eBook.

From my observation throughout my business experience, majority product creators who sell Resell Rights to their products often set out to fail. I don't mean to be obnoxious by saying this but just by taking a look at their Resell Rights terms and conditions, it became a small wonder to me why they did not experience Resell Rights success.

More often than not, they wrote the rules – against themselves! The result? Their products get devalued in less than 6 months. They find their products being sold for cents on auction sites like eBay. And the worst case scenario is that EVERYONE is BROKE.

Below, I address to you the top 10 questions you MUST answer very well – and in everyone's favor – so not only can you protect your product's quality, you can ensure fair play among your resellers so that everyone can enjoy the profits.

## ***The 10 Questions You Must Answer***

Here are the ten questions you must address and answer well, because these questions are very likely the kind of questions resellers will likely have in mind or would ask.

If they are not addressed, don't count on everyone to have the courtesy to ask you because most of us would leave it to assumption. For example, if you state nothing about selling your product on auction sites and its minimum price, some resellers would assume it is alright to sell your product there for cents.

Below are the questions you must answer well in your Resell Rights terms and conditions and you will also find my some of my comments, tips and insights on some of them.

### **1. What is the price your reseller is allowed to sell at?**

This is the one of the most fundamental terms you must clearly state in your Resell Rights rules, but it seems that most eBook authors already mess up this part in their pursuit of Resell Rights riches.

Clearly state the minimum and suggested price of your eBook. For example, if you are selling your eBook at \$97, clearly state the eBook can be sold at this minimum price, no less. Also state that this is the suggested price. Your reseller can choose to sell at a higher price, if he wants to. But the bottom-line is that he must NOT sell less than the stated price.

### **2. Is your reseller allowed to resell your eBook at auction sites?**

While some eBook authors allow their resellers to sell their work at auction sites such as eBay, I personally urge you NOT to allow that, as long in my opinion, auction sites are graveyards for Resell Rights products. Do you want to see your hard work end up there?

So, in your terms and conditions, ban your resellers from selling on auction sites. Terminate the Resell Rights license of those who break this rule – your hard work is too precious to be rid off by some poor, desperate (and not to mention scrupulous) resellers. Doing this also prevents desperate resellers from undercutting both you and other honest resellers in terms of pricing.

### **3. Can your product be given away for free?**

Some eBook authors actually allow their Resell Rights product to be given away for free, and even for sale, though I think that is ridiculous. Given a choice, people would rather give away for free than to sell it!

Since your eBook is a “paid” product, do NOT allow your resellers to give your product away for free unless under special circumstances such as the following.

### **4. Can your product be given away as a bonus?**

You would not mind your reseller giving your product away as a bonus as long as it is a bonus incentive to another product he is selling. Give this a pass in your terms and conditions.

### **5. Can your product be sold in a bundled package or must it be sold as a standalone?**

Normally, most Resell Rights product authors allow their product to be sold in a bundled paid package. If you want to be more precise, you can specify how much the package should be at its bare minimum price before the reseller can consider adding your product into the collection.

In my opinion, I urge you NOT to strictly make your product sell as a standalone. Not only will it be hard to sell, your resellers can hardly differ from each other to do better in terms of marketing and selling. Therefore, selling your product strictly standalone is one of the fastest way to Resell Rights suicide.

### **6. Can your product be added into membership sites?**

For your information, most product authors allow this, too, which is perfectly okay. You can choose NOT to have your product added into membership sites especially if you want to give more income opportunity to yourself and your resellers.

Alternatively, you can allow that provided the membership site is a paid membership site. You certainly would not want to see your eBook in a free eBook directory, would you?

## **7. What type of Rights is conveyed to your eBook?**

In the early chapter of this manual, I have described to you the two types of Resell Rights. If you are conveying Basic Resell Rights, you can allow your customers to resell the eBook, but their customers cannot do the same.

Full Master Resell Rights, on the other hand, allows your customer's customers to in turn resell the eBook and keep all the profits, too!

**Champion Tip:** Convey Master Resell Rights to your product as a bonus for your customers so that they can resell and keep all the profits to themselves. This will also encourage them to resell to THEIR customers and on and on. This is a perfect viral marketing method for you as a Resell Rights product author.

## **8. Can your eBook be sold in printed version?**

If I were you, I would say “no” to this. Trust me, you would not want to see your work printed in hard copy with another name on it!

This is also bad news for you especially if you are conveying Master Resell Rights to your eBook. If your reseller sells your eBook in printed version to his customer, his customer cannot resell the eBook in its printed version.

## **9. Can your reseller edit the contents of your eBook?**

“No” – unless you are selling Private Label Rights, which happens not to be the case here.

### **10. Is your reseller allowed to spam?**

Another big no-no to this one! I know it is strange that this one of the top 10 questions there is to answer, but if this is not addressed, some people will safely assume that it is okay to use spam in reselling your eBook.

### ***Champion T&C***

The following is an example of a detailed Resell Rights terms and conditions you should highlight in your sales letter, at the beginning or end of your eBook, and even in your Reseller Materials Pack.

#### **John Doe's Resell Rights Terms and Conditions**

1. You can sell as many copies of John Doe's eBook as you wish and keep **100%** of the profits.
2. You **cannot** give John Doe's eBook away for free or contribute it to a Give Away venture **except**:
  - As a bonus to another product or service you are selling,
  - To be added into a paid membership site,
  - To be bundled in a paid package.
3. You **cannot** sell John Doe's eBook for less than **USD27**. The minimum and suggested selling price is USD27, but you can sell at a higher price, if you wish to.

*Leverage on Resell Rights for eBook Authors*

4. John Doe's eBook comes with Full Master Resell Rights. This means that you **cannot** sell the eBook and its Resell Rights separately.
5. You **cannot** modify this eBook, in any way.
6. You **cannot** resell this eBook on any auction sites such as eBay.com.
7. You **cannot** use SPAM to resell John Doe's eBook.



# **Equip Your Resellers to the Fullest**

Any eBook author who is serious about making his money from Resell Rights would equip his resellers to the max with the Reseller Materials Pack – that is going to be you, alright.

You may have a quality, in-demand product in your name now, but you should prepare your resellers with everything they need to get started in the shortest time possible until they do not have any excuse not to resell your eBook.

You provide all these in your Reseller Materials Pack which comes together with your eBook for your resellers:

- ☒ A good sales letter that converts a minimum 2% – for every 100 prospects who read the sales letter, 2 of them will go on to be customers.
- ☒ Thank You page.
- ☒ Follow up letters.
- ☒ Advertisements
- ☒ Reseller's Guide (optional)
- ☒ Sample Product (optional)

## ***Writing Your Sales Letter***

Savvy resellers look for the following in a principal's sales copy:

- **Is the sales letter compelling?**

You will need to write a compelling sales letter that converts a minimum 2%. In other words, every 2 out of 100 prospects who read the sales letter will become your customer. The higher the conversion rate, the better.

Your resellers will also be using the principal sales letter you have written for their own Resell Rights business in reselling your eBook.

- **Does the sales letter have powerful endorsements and testimonials?**

It is easy to see if your sales letter is a stitch-over-the-night work and that can kind of effort can be seen in your testimonials collection. If you would notice, many eBook authors do not have testimonials and endorsements in their sales letters before offering Resell Rights to their work. Why should your reseller's prospects listen to him when there are no backed up claims let alone purchase from him?

Also bear in mind that your sales letter must appeal to two markets: the customers and resellers. Customers usually just want to use the information within whereas resellers are on the look out for quality products with Resell Rights that they can resell.

One way to pitch your sales letter to appeal to resellers is that you convey **Full Master Resell Rights** to your eBook as an immediate bonus of purchase.

**Tip:** Test your sales letter's conversion rate on your own first before releasing the Resell Rights to your eBook. This is because if you release your Resell Rights to your eBook to your resellers and you have amendments to make at a later time, it would be nearly impossible to track back all the resellers to update them with your latest sales copy, unless you have every reseller subscribed to your auto responder for life time updates.

**Another tip:** You can write more than one sales letter to appeal and approach differently. Your reseller can edit the sales letter or mix and match. Providing a variety of options allows your resellers to choose their best copy to use in their web site.

### ***Follow Up Letters***

Let's face it: most people do not buy on first contact and when they leave your web site, no matter how good your sales letter is. And chances are they will forget your web site because the truth is that we can hardly remember where we were *10 web pages ago!*

So, if your prospect decides NOT to buy from you, a pop-up window which you have installed within the codes of the sales letter will appear when your prospect leaves your web page.

In the pop-up window, you ask for your prospect's permission to leave his name and e-mail address for you to follow up with him using an auto responder.

Earlier, you have written your series of follow up messages to be e-mailed to your prospects on intervals and if your prospect leaves his name and e-mail address, your auto responder can do the follow up on your part automatically, sparing you the manual work which can be non-productive in the long run.

In your follow up series, you reveal extra information or give a sample of your product but the objective is the same: to **persuade** your prospect to buy your product from **YOU**.

A Pop-Up window is used to draw attention to something when your Prospects are looking at your web site. It's smaller than your usual web pages and since it sits on top of them, your prospect has to be *blind* to miss it!

You can use it to draw attention to your short newsletter which consists of a series of follow up letters so that you can quickly build up your mailing list of potential prospects.

You should provide your resellers with follow up letters that you use, too, so that they can collect their own leads and convert some follow up prospects into customers.

**Tip:** Write 4 to 8 follow up letters in your series. Studies show that the average prospect would purchase around the 4<sup>th</sup> to 6<sup>th</sup> follow up, if done right.

### ***Advertisements***

Basically, your marketing materials consist of mainly texts and maybe images. You will also want to share these marketing materials with your resellers as you want them to do as little chores as possible. Their main effort should be zeroed in on marketing!

Their main focus should be referring prospects to the sales letter. If they have to create their own marketing materials, chances are they would not even start or they will get it all messed up.

So be a nice guy, save them the trouble and get them started in the right track. Why waste everyone's precious time on discovering the same old mistakes?

### **Solo Advertisements**

Here is an example of a solo advertisement:

***DISCOVER: Private Label Rights Are the HOTTEST Products Online Right Now And Are Set To Become Even Bigger. This Is***

***Your Chance to Start Generating Incredible Profits Because I'm Going To Tell You How to Create Your Own... The Easy Way. Go To [\[insert link\]](#) And Find Out Now!***

### **Endorsement Letters**

Here is an example of an endorsement letter for resellers with their own mailing list to send to their subscribers:

*Hi **[First Name]**,*

*Lately, the 'buzz' word in the Internet Marketing field has been PRIVATE LABEL CONTENT. It is easy to see why.*

*In case you don't know what Private Label Content is, it is the actual raw contents you get of these information products in Microsoft Word, Rich-Text, and Adobe Acrobat formats.*

*That means, you can add your name to them as the author and publisher! You can break them up and rip them apart any way you like and turn them into smaller reports, articles, e-courses, or whatever you want. You can edit and modify these products however you want! You are the boss!*

*Now, here's a secret I would like to share with you.*

*You have probably heard from top Internet Marketers about having to own your own product to be in business. The truth is that some of these reputable marketers actually pay OTHER people to do the writing and authoring on their behalf.*

*And all the top marketers have to do is paste his or her name onto the product and voila... it's up for sale on the Internet.*

*Some say this is ghostwriting. But the point I want to drive home to you is that you can cash in onto Private Label Content with... yes, what you have been depositing into your head since the day you were born. I'm not hyping things up when I say that.*

*If you are curious about how you can cash in with what you know, don't just stay curious – click below now:*

<http://www.planet-e-books.co.uk>

*You will want to thank me for bringing out the best in you, [First Name]!*

*Sincerely,  
Your Name*

### **Banners**

Here are a few examples of banners (text):

[Finally! Discover The Secret Of Creating Your Own Private Label Content And Profit From It!](#)

[Discover How You Can Cash In With Your Very Own Private Label Content!](#)

Here is an example of an image banner:



SureFireWealth.com

**Warning!** You can write wonderful things about your product in your advertisements but avoid the hype. People are **NOT** stupid and will **NOT** click on advertisements that promise or have lines like the following:

*(Unless people are looking for a good laugh or you're ready to take on the first-timers on the Internet)*

- No Work Required
- No Selling Required
- Let Me Build Down Lines For You
- Let Me Mentor You
- Invest \$5 And Get \$10,000 Back In 6 Months
- Fire Your Boss After 30 Days
- YOU Can Easily Get 1,000 Members Under YOU In A Month!
- BLAST YOUR AD TO 15 MILLION WEB SITES!
- Reach Over 1,000,000 Targeted Prospects Every Month!
- 25,000,000 E-mail Addresses For \$29.99 Only

The list can go *on and on* but I trust you get the picture. Advertising with the above lines or similar is **not** only a **waste of time and money**, it is also insulting people's intelligence.

### ***Thank You Page***

Let your resellers have a Thank You Page and instruct them how they can include the download links to your eBook with Resell Rights and include their own back-end selling recommendations and advertisements.

(Creating your Thank You Page will be discussed in detail in the next chapter)

### ***Sample (optional)***

The sample product is a small version of the full product you have created. You can give the sample copies away to your mailing list or potential buyers for review.

If you are striking a Joint Venture with other business associates and they require a preview of the product, you can send the sample copy to them. Your resellers will find this useful, too, for their own ventures and marketing campaigns.

### ***Reseller's Guide (optional)***

In my knowledge, not many Resell Rights authors provide at least a brief guide on Resell Rights, which I strongly suggest you take advantage of this, though it means an extra mile you have to go but trust me, it will be worth the mile!

Your reseller's guide need not be several pages – 5 to 10 pages would do. In your guide, you restate your eBook's Resell Rights terms and conditions. You also provide a short guide on how your reseller can go about setting up his business using your Reseller Materials pack.

**Profit Center to build in here:** if your reseller has not got a web site yet, he will definitely need web hosting and domain name. If you are an affiliate to any good web hosting and domain name provider which you can recommend to your reseller, you can earn some passive income from your referrals as you help your resellers cut short the time of outsourcing.

Also, you can detail the instructions to your reseller on how he can pay you for rebranding some of the affiliate links in your eBook into his at the back of your Reseller's Guide.

**Alternative:** You can recommend another eBook on Resell Rights to your reseller in case he is relatively new to Resell Rights in your guide. You can either own the eBook or become an affiliate for another eBook on Resell Rights for resellers, earning you some more additional income.

With quite a sum of back-end streams, aren't you glad you bought this manual to discover what you have not really known so well before this?



# Setting Up for Business

Setting up your business is very similar to that of your resellers. The only thing is that your resellers imitate you, the principal, in many instances, even though they can choose their domain name, web host provider, edit your sales letter, and are free to choose their marketing methods.

Your relationship with you resellers and business manners are like franchisor and franchisee.

Most of the things you have prepared for your reseller in your Reseller Materials Pack can be used now. You just need to set them up for business. The good news is that the efforts you have put in up until are **one-off**! In other words, you have to do all these right only once.

## ***Get a Domain Name***

Now that you have got most of your things ready in your hard drive, brainstorm on a good domain name. You will want to take out a piece of paper to write down **ALL** the keywords related to your Internet Business. You see, you want your domain name to:

- ✓ be **short and easy** to remember (and catchy, too),
- ✓ be **relevant** to the product or service you're selling,
- ✓ **include keywords** of your product or service to improve search engine rankings.

For starters, write **100** keywords. Write **200** or **300** if you have to. **The more keywords, the better**. This is a *one-off* activity. And remember that you will be using this domain name for a very long time, if not forever.

With the help of the list of keywords you have written down, you will find it easy to get a domain name that fulfills the 3 guidelines stated above.

Next, check whether the domain name has been **registered or not**. If the domain name has been registered by someone else, you will have to use another domain name.

When brainstorming on a good domain name, be sure to come up with at least a few names in case the first choice of your domain name is already taken.

Another thing you have to consider is the various kinds of domain names on the Internet. So you will have to choose carefully. Below are some of the common ones:

- **.com** - stands for commercial / community. The most overused domain entity on the Internet. **Recommended for your Internet Business.**
- **.net** - stands for network.
- **.org** - stands for organization. A lot of online communities use this domain entity.
- **.info** - stands for information. **Not** suitable for your Internet Business.
- **.biz** - stands for business. **Recommended for your Internet Business.**

**Tip:** If you are not sure of what domain name to use, you can use YOUR name as a domain name. For example: [www.yourname.com](http://www.yourname.com). While it is not necessarily related to your product in terms of keywords, you have more flexibility to conduct whatever Internet Business you have in your name. Also, this will give your resellers more freedom to choose a domain name relevant to your eBook which they will resell.

As soon as you have decided your domain name and that is available, register your domain name at [EMatrix Inc](#) for as low as **\$8.10 per year**. Register for a domain name first before getting a web host. You can update your domain name records to indicate where your host is. In Ematrix Inc's registration form, tick **UPDATE LATER** box.

### ***Get Web Hosting***

Now, you need to set up a **virtual web** space. Find a web hosting company that makes your site available around the clock.

When sourcing for a good web host, you want to make sure that your host has a fast connection to the Internet and can handle large numbers of simultaneous visits (bandwidth) to your website. You also want to make sure that your web host offers a variety of related services and support for your business use.

You can get web hosting from [SiteHost4u.com](#) at **\$5.99 per month**. There are a few plans for you to choose from but the **Starter Plan** is good enough. 100MB of web space is **more than enough** to store the files you will need for your Internet Business.

If you want to go for **free** web hosting with very basic features, sign up for an account with [DotEasy](#). Unlike many free web hosting services, there won't be any banners on your web pages. You only allow the company to e-mail you advertisements at a periodical basis.

### ***Upload Your Sales Letter***

You need a FTP program to upload your files from your PC to your server. I highly recommend [WS FTP Pro](#) as it is user-friendly.

Use this program to upload all of your files including your sales letter (preferably saved as index.htm or index.html), images, and Thank You page into your web host server. Check your site if it is visible after the upload process by typing your domain name in your Internet Web browser.

And speaking of Thank You page, I believe we have not covered it in detail just yet, am I right?

### ***Create Your TQ Page***

Insert the link to your digital product for download in your Thank You Page. Include instructions for your customers to download the product. Don't forget to write some kind words to thank your customers for doing business with you!

#### **Example: Edmund Loh's Guide to Private Label Rights**

<http://www.ebizmodelsyoucancopy.com/plc>



While your delivery system is **automated** and your customer can download the product for himself, there is a small chance that the download **may not** be successful. Maybe your customer got disconnected while he was downloading your product. Perhaps he accidentally exited your page.

For whatever reasons he cannot download your product, leave your e-mail address on your Thank You Page for him to contact you in case he has difficulties downloading your product.

Give your word to your customer that you guarantee to respond to your customer's needs within 24-48 hours when he has a problem. **Don't be a slacker** at customer service – your customer is just *one click away* from asking for a refund.

### **How to Create a Back-End Sale in Your Thank You Page**

Since we are covering this step, we may as well take a short detour while I show you how you can *earn extra* from the same customer *with no extra effort*.

I have said it before but it bears repeating: **selling a product only once is the quickest way to commit suicide financially.**

Did you know that your Thank You Page is a good place to **insert your advertisement or endorsement** for another product or service you either own or are an affiliate for? This is what I call **back-end selling**.

Since your customer trusted you enough to buy your product from you for the first time and if they enjoy your service or conduct of business, they will likely be your customer again.

This is a tactic that successful fast food restaurants like McDonald's and KFC do. "How about some fries to go with your order, sir?" and just those few extra words can tremendously increase sales. Now, are you ready to tap onto this **marvelous** method?

As long as the offered product or service (whether you own or are an affiliate for) at your Thank You Page has a lot to do with the product your customer has bought from you and he finds that it will benefit him as well, your chances of closing a sale is **high**.

This is how businesses operate – on **repeat customers**. And this applies to everywhere, *online or offline*. You know you are brilliant when you place your **one-time offer** or **complimentary product or service** at your Thank You Page.

You do not have to put in any extra marketing effort doing that, just as those fast food restaurant crew members do not have to – they just have to add a few extra words and their company sales would soar above the roof.

### ***Credit Card Payment Processor***

A Credit Card Payment Processor processes credit card payments for you and sends you the proceeds on a periodical basis via wire transfer to your local bank account.

The following are my recommended resources:

#### **Credit Card Payment Processor without Affiliate Program**

- [\*\*2CheckOut\*\*](#)  
An ideal credit card payment processor for you regardless of whether you are selling digital or physical products. You only pay a one-time activation fee of **\$49.99**.
  - *Rates: 5.5% + \$0.45*
- [\*\*PayPal\*\*](#)  
Getting an account with PayPal is **free**. By far one of the most used credit card payment processor.

### **Credit Card Payment Processor with Affiliate Program (Recommended)**

- **[PayDotCom](#)**

PayDotCom is an online marketplace and catalogs products (both digital and physical) and services. It even has an affiliate program and integrates with [PayPal](#) and [StormPay](#). And the best part is that you can register for a **free** account. If you wish to add more than one product line, you can upgrade to Premier account for a one-time fee of **\$29.00**. This credit card payment processor is highly recommended for this blueprint if you want to leverage your marketing effort on affiliates.

- *Rates: (see below)*

<b>Sale Price</b>	<b>Fee*</b>	<b>Split by Vendor and Affiliate 50/50</b>
\$0.01 to \$10	\$1.00	Yes
\$10.01 to \$20	\$2.00	Yes
\$20.01 and over	\$3.00	Yes

\* If there is no affiliate the Vendor pays the full fee.

- **[ClickBank](#)**

You can go for this though the rates are not as attractive as PayDotCom. Furthermore, the ClickBank marketplace is *only limited to* digital products. However, at this time of writing, PayDotCom is relatively new to the Internet marketplace. (Affiliate program available)

- *Rates: 7.5% + \$1.00*

After you set up your credit card payment processor, wire your Order Form in your sales letter and route your paid customers to your Thank You Page URL.

## ***Your Follow Up System***

As good as your sales letter conversion rate may be, a **BIG** number of your prospects will NOT buy your product at first contact. They might want to do a comparison between your product and other people's product, need more time to think about it, or leave your web page for whatever reason. And the truth is that we all can hardly remember where we were *ten* web pages ago.

So, you need to set up an automatic system that follows up with your prospects to continue persuading them to buy your product. A good follow-up system will allow you to close sales even after your prospects have left your web page.

### **1. Write a Series of Follow-Up Letters**

Your short newsletter must contain valuable information that is especially useful to your prospect because he would not like to be followed up on to reconsider. However, he would not mind receiving something of value to him through your newsletter (for example: a sample chapter of your main product or extra information), which will enable you to end with a reminder of the **value of your product** to him at the closing of your letter.

Write a minimum of 4 follow-up letters for your prospect. You are encouraged to write 8 letters, though. The objective of your follow-up letters is to reveal more information not mentioned in your sales letter thus persuading your prospect to be your customer.

Your follow-up letter **need not be so long** – around 750 words would do. In your follow-up letter, you remind your prospect about your product, how it can benefit him, how it can save him money, time and effort, or how it can make him money.



You can choose to give a sample copy of your main product with introductory chapters in it for your prospect's review. There is a lot of truth in the adage *Give and you shall receive*.

**Warning!** You can make sure that the e-mail you send in your mailing list does not end up in other people's junk mail or bulk folder by including some characters within the letters, such as **m.oney**, **m'oney**, **m/o/n/e/y** instead of **money**, though this is not a guarantee.

Here is a list of some common words and phrases from spam filter lists. The porn trigger words are not included, however. Most SPAM (Solicited Pornography and Marketing) filters work on a point system, so that the occurrence of just one "spam phrase" probably would not trigger rejection except some which the filter considers notorious.

Here is a **never-ever-going-to-be-complete** list of some words to be aware of in your e-mails.

Accept credit cards, Act now! Don't hesitate!, Additional income, Addresses on CD, All natural, Amazing, Apply Online, As seen on, Billing address, Auto email removal, Avoid bankruptcy, Be amazed, Be your own boss, Being a member, Big bucks, Billion dollars, Brand new pager, Bulk email, Buy direct, Buying judgments, Cable converter, Call free, Call now, Calling creditors, Cannot be combined with any other offer, Cancel at any time, Can't live without, Cash bonus, Casino, Cell phone, Cents on the dollar, Check or money order, Claims not to be selling anything, Claims to be in accordance with some spam law, Claims to be legal, Claims you are a winner, Click below, Click to remove, Compare rates, Compete for your business, Confidentially on all orders, Congratulations, Consolidate debt and credit, Stop snoring, Special promotion, Copy DVDs, Credit bureaus, Credit card offers, Cures baldness, Dig up dirt on friends, Direct email, Direct marketing, Do it today, Don't delete, Drastically reduced, Earn per week, Eliminate bad credit, Email marketing, Expect to earn, Fantastic deal, Fast Viagra delivery, Financial freedom, For instant access, Free access, Free consultation, Free DVD, Free grant money, Free hosting, Free preview, Free quote, Full refund, Get paid, Get started now, Gift certificate, Great offer, Have you been turned down?, Hidden assets, Home employment, Human growth hormone, In accordance with laws, Increase sales, Increase traffic, Join millions of Americans, Laser printer, Limited time only, Long distance phone offer, Lose weight, Lower

interest rates, Lower monthly payment, Luxury car, Mass email, Meet singles, Money back, Money making, Month trial offer, More Internet traffic, Mortgage rates, Multi level marketing, MLM, Name brand, New customers only, New domain extensions, Nigerian, No age restrictions, No catch, No claim forms, No cost, No credit check, No fees, No obligation, No purchase necessary, No selling, Off shore, Offer expires, Once in lifetime, One hundred percent free, One time mailing, Online biz opportunity, Pennies a day, Potential earnings, Refinance home, Removal instructions, Removes wrinkles, Requires initial investment, Reverses aging, Risk free, Safeguard notice, Serious cash, Shopping spree, Stock alert, Stock disclaimer statement, Take action now, Talks about hidden charges, Talks about prizes, Terms and conditions, The best rates, This isn't junk, This isn't spam, University diplomas, Unsecured credit/debt, Urgent, Vacation offers, Viagra and other drugs, Wants credit card, Weekend getaway, What are you waiting for?, While supplies last, While you sleep, Why pay more?, Winner, Work at home, You have been selected.

## **2. Sign Up For an Auto Responder Service**

**An auto responder** is a computer program that automatically sends out pre-written e-mail messages to subscribers within its data base. You can determine the sequences and intervals of each of your messages, sparing you the time to manually follow-up with your prospects.

You can sign up for a good auto responder service at [AWeber](#) for **\$19.95 per month**. You get to open unlimited auto responders and insert unlimited pre-written follow-up messages. **AWeber** also handles the data entry of keeping your prospects details automatically.

You can sign up for a **free** auto responder with unlimited storage of follow-up messages at [Free Auto Bot](#).

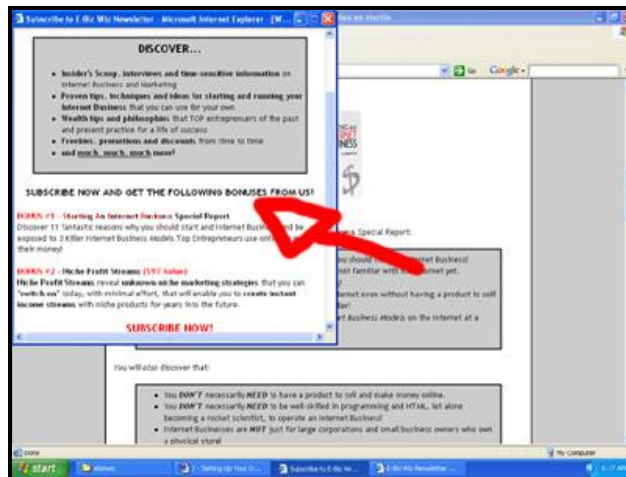
## **3. Store Your Follow-Up Letters into Your Auto Responder and Set Intervals between Your Letters**

Add all of your pre-written letter templates into your auto responder system.

Set your first follow-up letter to go out immediately (Interval: *0 days*). This means that your prospects will receive your first letter as soon as he subscribes to your follow-up series.

Your second letter may be set to go out on the third day, and the third 3 days after the second letter is sent out.

#### **4. Install a Pop-up Script in Your Sales Letter**



A Pop-Up window is used to draw attention to something when your Prospects are looking at your web site. It's smaller than your usual web pages and since it sits on top of them, your prospect has to be *blind* to miss it!

You can use it to draw attention to your short newsletter which consists of a series of follow-up letters so that you can quickly build up your mailing list of potential prospects.

Now, let's cover the *how-to*.

Install a pop-up script in your sales letter to appear on your prospect's screen as soon as he exits your web page. In the pop-up page, you include a form where your prospect can fill in his name and e-mail address, giving you permission to follow-up with him later.

You do not want your prospect to know anything about the pop-up in your sales letter as it will distract him from reading your sales letter thus decreasing the chance of closing the sale.

In the pop-up page, you must convince your prospect to subscribe to your follow-up series where you will disclose extra information and most importantly, convince your prospect to buy your product from you.

**With all these done, you are all set up and dressed for business!**

# Sell, Sell, Sell

Now, we have come to the **last step and beyond!**

After setting up your business to first resell your eBook with Resell Rights, it is time to market your business to your targeted prospects – your customers who are looking for information you provide in your eBook and resellers on the look out for quality, in-demand eBooks to resell.

You want to market to **TARGETED** prospects and not just any prospects. The reason behind this is that you only want to cater to a narrow stream of people. I mean, would it make sense to sell a product on pet training to a prospect who does not even own a pet in the first place?

The good news is that you only have to set up your Internet Business just once. However, marketing is an on-going effort.

Fortunately, you can leverage your marketing efforts on Joint Venture partners and resellers, enabling you to earn **more and more** residual income with **less and less** effort in the long run!

As long as you have built your recurring back-end income system strategically in both your eBook and Thank You page, all you have to do is just concentrate on selling your eBook.

Below are some of the most effective marketing methods you should use in selling your eBook to a world wide audience.

## ***Your Mailing List – First Place to Go***

This is one of the first wise things you should do. If you have a mailing list of your own, use your endorsement letter which you have written earlier for your resellers and broadcast it to your subscribers.

If you harness and cultivate your mailing list well plus you wrote a compelling sales letter, you will earn upfront sales from some of your subscribers-turned-customers in a short period of time, even hours.

### **Don't Have a Mailing List Yet?**

I bet you have heard of this timeless Internet Marketing wisdom before: **the money is in the list**.

Since you are running an Internet Business, your mailing list is where your money is. Your money is going to come from the potential customers who are in your list.

If you do not have a list yet, you had better start building one now! You can either start your own eZine (related to your product or nature of business) or give a free report away in exchange for the prospect's name and E-mail address.

### ***Partners in Success***

Don't have a mailing list? While I think you should have one in the first place, here is another alternative you can go for: recruit Joint Venture partners to help sell your product for a commission.

Your Joint Venture (JV) partners are Online Business owners with strong mailing lists of their own and have the prospects you are looking for, in a nutshell. eZine publishers make good targets to approach with your Joint Venture proposal.

You will need to set up an affiliate program to leverage your upfront sales efforts on your JV partners. If you use [PayDotCom](http://PayDotCom.com), you can easily upload

your marketing materials into your account so your affiliates can get their marketing materials from the same place after they sign up for your program.

This is can be your **marketing livewire** where **your sales letter is the heart** of your Internet Business and **targeted traffic is its blood**. Now you know how important they are to make your business a success!

Your JV partners simply refer potential customers (from their subscriber mailing list) of your product to your sales letter using a special link unique to them, called affiliate link or ID.

In other words, they do the **pre-selling** and your sales letter does the **selling** to the prospects.

When a sale is made as a result of your JV partner's successful referral, you pay your affiliate his commission or share of the product's price.

### **Why JV Partners?**

Because no matter how many hours or how much effort you put in a day, you cannot match the marketing power of **hundreds** of JV partners, all spreading the good word about your product to their own network of contacts.

They also free your time which is better spent improving your business, start another one, or spend anyhow you like! On your part, you free your JV partners from having to create their own products, setting up their own sales letter and miscellaneous tasks.

Therefore, this is attractive to your potential JV partners as all they need to do to make money is to refer prospects to your sales letter. You provide them the marketing materials (you can use the one found in the Reseller Materials Pack), they do the marketing!

### **How Much to Pay Your Partners**

Once you have set up your affiliate program, it is YOUR responsibility to ensure that your JV partners get paid on time. And in the case with digital products, you can afford to give up 50-75% of your selling price as affiliate commission.

I can hear you screaming, “WHAT?! Are you crazy?!” And the answer is **NO**.

You see, your profit is close to 100% if you are selling digital products. You are ready to pay at least 50% of your product’s selling price for every copy sold to your affiliate because it does **not** cost anything to deliver the digital product to your customers. Besides, savvy partners are not attracted to 10-20% commissions (unless they are really high ticket items that go into the thousands).

The attractive commissions, good marketing materials and the thought of not having to create a product and writing a sales letter further encourages your JV partners to work harder for you.

You also reduce your risk by starting an affiliate program **rather** than employing your own marketing team as you **ONLY** pay your affiliate when he makes a sale. If he doesn’t make a sale, he won’t get paid. It is that simple!

### **Where to Look For JV Partners**

Here are some good places you can go to in search for potential JV partners who might be interested in promoting your eBook for hefty commissions:

- **Search Engine**

You can comb the Internet for eZine publishers and Internet Business owners who are having the mailing list of subscribers you are looking for simply by keying in keywords related to eZine and the theme of your product.



- **JV Gold**

If you want to cut short your time of looking for good partners, I strongly recommend this. At this time of writing, a lot of top marketers and professionals alike gather in this exclusive JV membership site and rich deals are being made everyday. You can learn more about it [here](#).

- **JV Broker**

You can engage a middle man who is in touch with several other JV partners you are looking for. This can be a real time-saver for you, and JV brokers basically get you the JV partners you need to help promote your eBook and you pay the broker 10-20% of your product price for every sale made by his referred JV partner.

While you may in pulling successful JV deals with your partners, note that your customers can acquire the Resell Rights only from you and not your partners. If they wish to resell your product, they would have to purchase from you like any other customers.

### ***Where to Look for Resellers in Masses***

One smart approach you would do well to take in your marketing tactics is to look for places where resellers hang out together – but where?

Look no further than the **Resell Rights membership owners!**

Before I explain more, why target resellers? Because they are the kind of people you will want to trust with where selling and marketing your eBook is concerned.

Savvy resellers have the kind of marketing power that the normal customer may not have, as much as they might like your product, too, and spread the good word.

Therefore, it would be wise to target Resell Rights membership owners because not only do they have a mailing list of resellers, you can cover the odds faster and get your product into the hands of more savvy, top resellers.

So how are you going to negotiate with membership owners? You can:

- **Sell the eBook to him.** Active Resell Rights membership owners are always on the look out for Resell Rights products to add into their web site.
- **Strike a JV deal with him.** Assuming your eBook has only Basic Resell Rights (which means your reseller's customers cannot resell), you can propose a JV with the membership owner to help you sell your eBook to his list of resellers for a commission.
- **Make a trade with him.** If you do not mind giving him your eBook for free, you can do so for something else in exchange. After all, the membership owner got it cost-free. Perhaps, you can ask for something else in return which can help your business a little with the help of his resources. Ultimately, your eBook must be in the hands of your resellers to help resell your eBook on your part.

## ***Other Marketing Methods***

### **Writing Articles**

**Write articles** having to do with the product you are selling. In your articles, you give free and useful information to people who are searching for it.

Writing articles is a good way to build your credibility and prove your worth. This can result in driving targeted prospects to your sales letter through your web site link in your resource box.

You can submit your articles to article directories such as [articlemarker.com](http://articlemarker.com), [eZinearticles.com](http://eZinearticles.com), [goarticles.com](http://goarticles.com) or [articlecity.com](http://articlecity.com).

### **Viral Marketing**

You can **create a free report or eBook for viral marketing purposes** and circulate it in your network. In the report or eBook, you provide free, useful information on a subject having to do with the product you are selling.

You let your recipient know that he can use your free report to give away to their network as a bonus to the purchase of their own products or an incentive for their prospects to subscribe to his eZine.

Your report will maintain your details as the author, including your web site address. As long as your report contains very useful information and you encourage people to give it away to their friends, some of them will do this along with your details within.

Some of your readers will in turn visit your web site. You will be able to get more and more prospects to your own web site without any extra work other than giving your report away for free from your own web site!

This will in turn, lead targeted prospects to your sales letter thus increasing your chances of making sales.

### **Paid eZine Advertising**

You can buy advertisement space in eZines related to your product. You write a compelling advertisement to grab the eZine subscriber's attention to visit your sales letter.

Not that there are good and bad investments in paid eZine advertising out there. Therefore, doing your homework is important. Here are a few important questions you should ask potential eZine publishers whom you consider buying advertising space from:

- What is the nature of the eZine?
- What kind of prospects subscribe to your eZine?
- How responsive are the prospects?
- Are they willing to pay for information? How much?
- How many subscribers are there in your eZine?

You must also be sure that your advertisements are compelling and so is your sales letter. It would not work even if your advertisements are displayed when they do not attract your prospect's attention or when they read your sales letter and it is not persuasive enough to get your prospect to buy from you.

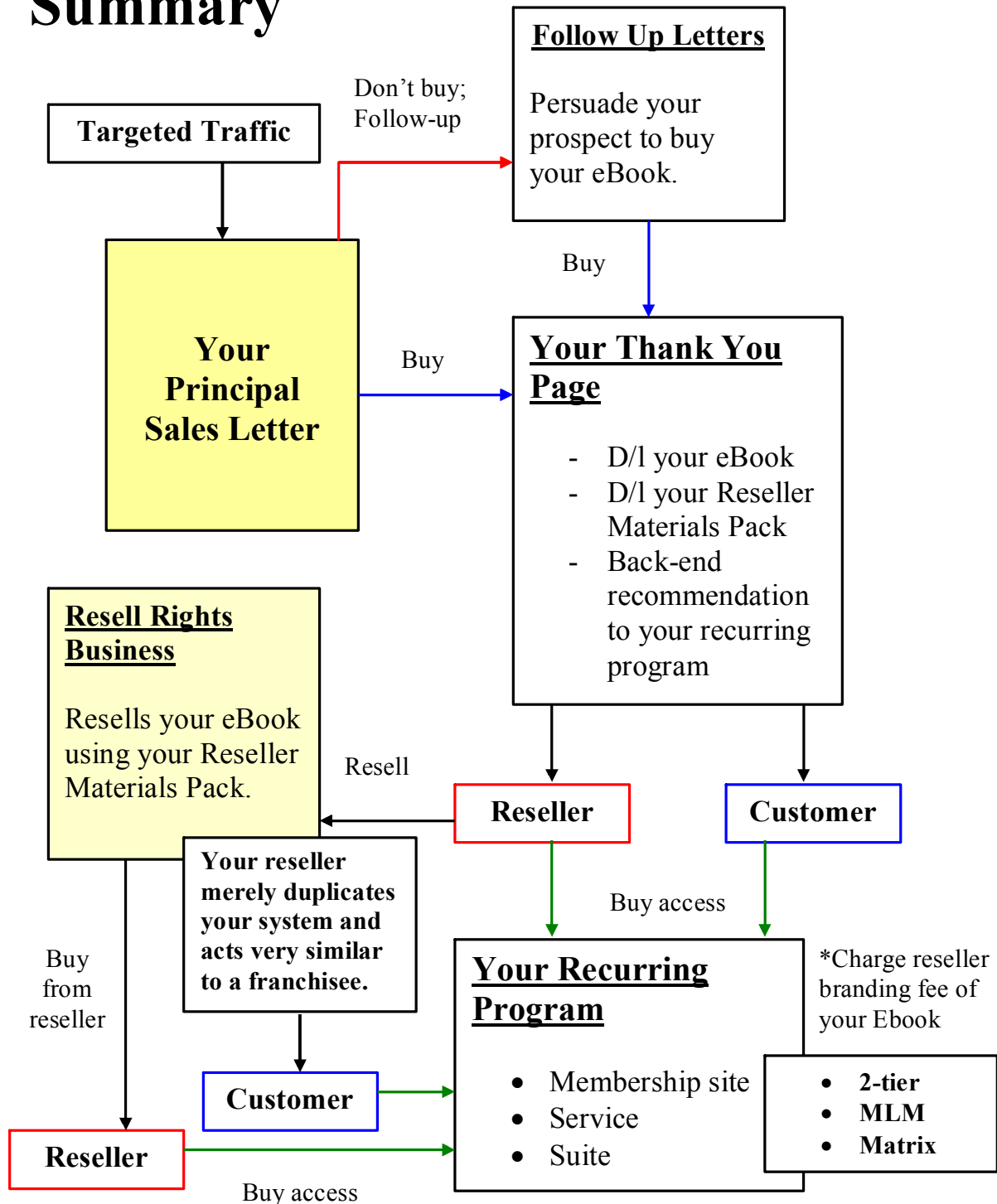
### **Blogging**

Blog, a short name for web log, serves very much similar as an **Online Diary**. Blogging is an easy and effective way to provide it while **expanding your customer base** without sweat and **getting targeted traffic** funneled into your Resell Rights Business.

The good thing is that just about **anyone can create a blog**, no programming or HTML knowledge required! You just need something to write about! You (and even the news posters you recruit) can make entries / posts to your blog any time you want.

Setting up a blog is really a no-brainer. I recommend getting an account [Blogger](#) as it is free and easy to use.

# Summary



## **In Closing**

Here we are at the end of this manual... finally!

I trust you have got all of what you need to know to become the next wealthy eBook author on the Internet and by now, I am sure you will agree with me that there is more to an online **best-seller** than just **best-writing**!

You have got quite a chunk of golden nuggets worth of information in your hands (or should I say brain?). I bet that your brain is on fire right now and I hope that the several concepts covered in this manual, which you probably have not thought of earlier, would inspire you, as they have had for me.

Now, it is really time to cool off your brain. And the only way to take the fire off your brain is by **taking action**. **Cash** out ALL of your ideas and turn them into money-making assets for you!

All the best wishes in your future undertakings!

**\$ \$ \$ \$ \$**

Warm Regards,

**Daniel Sumner**