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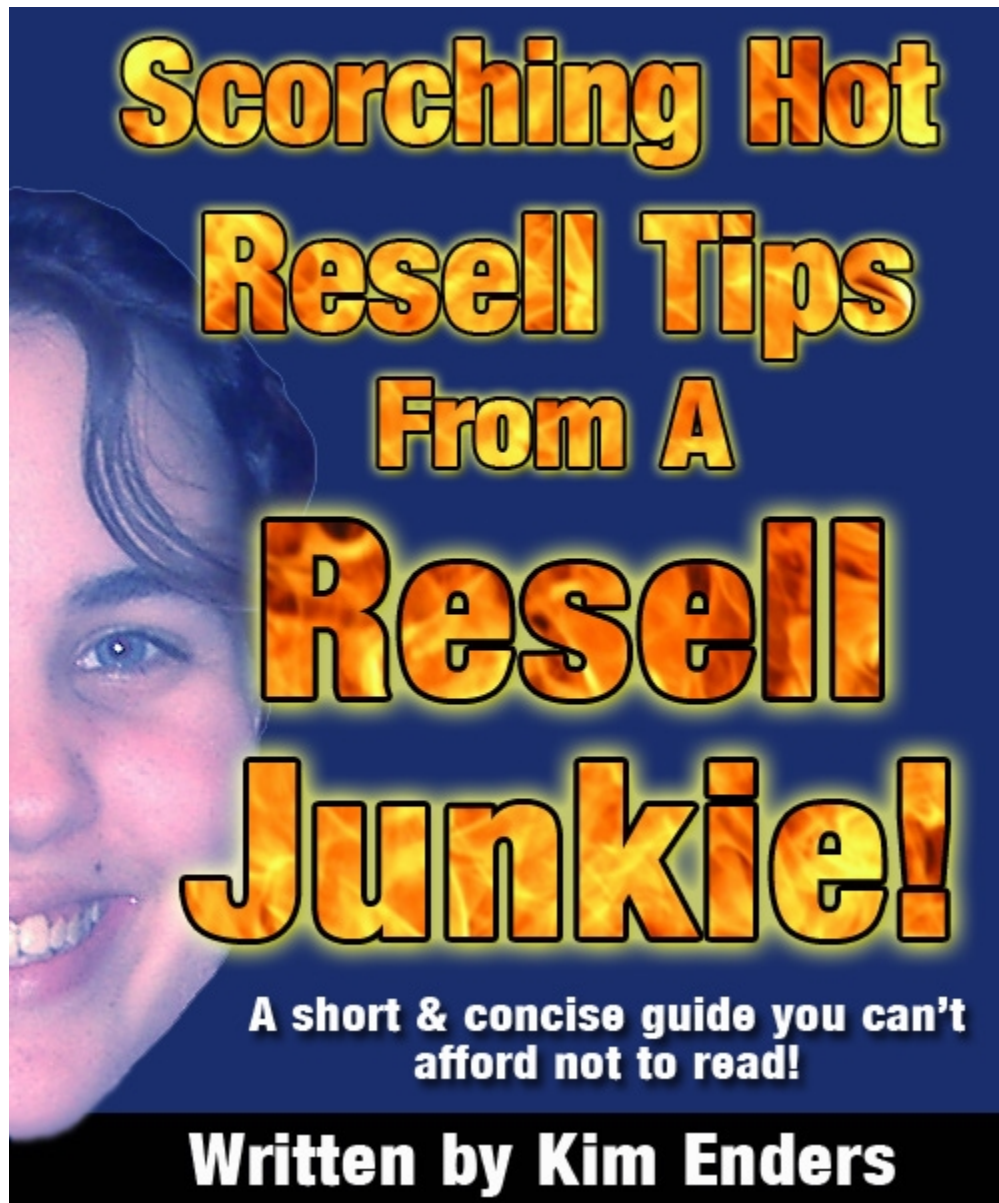


Table of Contents

Distribution Notice (3)

Introduction (4)

Disclaimer (4)

Getting Organized (5)

Mindset, Diligence & Focus Are Crucial! (5)

Major Do's & Don'ts (6)

Fail To Do These & Face The Death of Your Resell Business! (9)

More Tips That'll Help Pull Everything Together! (10)

Think Smarter, Not Harder! (10)

Most Importantly of All... (11)

Conclusion (12)

Resell Rights Sources & Resources (13)

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IMPORTANT!

If you purchased this Ebook:

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Please contact me immediately at kim@original-eproducts.com You will be rewarded! I appreciate your attention to this matter. Thanks and best wishes to you!

Introduction



Hi there! Kim Enders here from My-Resell-Portal.com. I'm glad you purchased this report. In it, you'll find tips and suggestions that I've discovered from my experience and others' experiences too.

I hope you'll implement what you read here. I'm certain that it'll hasten the learning process for you and help you reap more profits from your reselling business.

Mind you, I don't claim to be a guru or expert. I've learned a lot and as any other marketer out there, I'm still learning and growing my own online business every day! I started out just like you. However, I don't want you to waste massive amounts of time and money making the same mistakes that I've made.

I had no clue where to even begin, though. (This may or may not ring true for you.) I had no business partners, no knowledge of online business practices beforehand and no real direction.

I don't want you to fall into the same ruts that plagued me for months on end. So, please, if you don't do anything else today, please read this ebook from beginning to end. I've written it in a manner where it's short and concise. Let's get real! Nobody wants to sit down and read a 300 – 500 page report. Heck, most people don't have the time to!

So, without further ado, your most important lesson on resell rights yet...

Disclaimer

Darn, I hate reading through disclaimers; Don't you? Well, shucks, it's necessary. Let's go ahead and get it quickly out of the way!

In a nutshell, the advice given in this ebook is no guarantee of success or potential profit and the advice is also not all-inclusive. Furthermore, your success or failure depends on your efforts, not the information in this ebook.

While the information is expected to help you immensely, the author, Kim Enders, is not to be held liable for your results. (Sorry, it has to be said!) Your reading and use of this information indicates your agreement with this disclaimer.

Now that we have that unpleasantness out of the way, let's get started! **Onward, I say!**

Getting Organized

- 1) So you know you want to resell eproducts online, **but have you made a plan?** If not, stop what you're doing and make one! Otherwise, you're very likely to find yourself wandering aimlessly! It took me over a year to figure this one out; please don't make the same mistake.

For some, the thought of having to sit down and write out a plan is outright daunting. Although I myself have no problem writing, I often procrastinate and put off things I perceive beforehand to be tedious or boring.

I'm sure you get excited thinking about the possibilities your online selling presents and even more so about the things you'd like to do to build your reselling empire. Keeping that excitement in mind when you're writing your business plan will help speed up the process!

What kinds of things do you need to include in your plan? First of all, list a main goal and a time frame. Then, list all of the steps necessary to achieve that goal. Try not to be too general. Break everything down into steps as much as possible.

Think about it this way. Why set yourself up to take enormous steps and fall when you could take baby steps and reach your destination instead? In other words, keep it simple! It's not nearly as daunting to break your plan up into bite-size bits.

- 2) Once you've made your plan, **TAKE ACTION!** This is very important. Making plans doesn't amount to beans if you don't act on those plans!

Mindset, Diligence & Focus Are Crucial!

- 3) Believe in yourself! We live in a society where we're conditioned to think in relation to our boundaries and restrictions. Don't limit yourself to your boundaries! If you know that you can do something and you believe that you can, you very likely will! Instead of thinking 'seeing is believing', think 'believing and doing means seeing it happen.'¹

There will be plenty of naysayers along the way; ignore them and remain steadfast in your belief in yourself and your online business. Money can be made online and you have a legitimate chance to snatch up your piece of the incredibly vast Internet pie.

¹ (Although commonly thought of as being corny, mantras and positive affirmations can be powerful and productive tools for your success online and off!)

- 4) Don't lose focus. This ties in with #1 and #2. It's very easy to get sidetracked. The Internet is an immense place and holds so many different routes to getting to

the same place. Use the plan you created and follow the steps you set out for yourself.

- 5) Find a kitchen timer and use it! Set aside 30 minutes to an hour where you only work on business-related stuff. Keep an eye on the timer and get a feel for how you are using your time. Be conscious of how you're using your time and you're more likely to use it more wisely. It's also good to not overdo it. Take breaks; do something enjoyable. Burning yourself out does nobody any good!

Congratulations! You've made it this far which bodes well for you. ;) Now that we have the monotonous stuff out of the way, let's go over some resell rights do's and don'ts.

Major Do's and Don'ts

- 6) Buying resell packages on Ebay and other websites that consist of hundreds or thousands of Eproducts is usually a waste of time and money. It's been my experience that oftentimes these packages contain old, worn-out crappy products that everyone and their mama has been selling all over the Net. And a lot of the time, we end up forgetting about the packages and never get around to wading through them to discern what is sellable and what's not.
- 7) A lot of money can be had in creating and selling your own products! Heck, you can even sell the resell rights to your products or start a membership site where you offer your products and their resell rights! This is a great way to bring in multiple streams of income. (I do this myself.)
- 8) There is no benefit to reselling shoddy products! For this reason, make sure you check any product you're selling before you sell it. You want to leave a good impression on your customers to boost the chance that they might become repeat customers! If you're selling a crappy product, your customers will note this and your reputation in their eyes may be tarnished forever.
- 9) Pricing is indeed a juggling act. Price too low and your potential customers may think the product is worthless. On the other hand, overprice it and you risk losing potential sales of that product! Use good judgment!
- 10) Throwing in bonuses to eproducts most other sellers set up as is throws the odds of making the sale in your favor!
- 11) If you're adamant about putting together packages of eproducts, make sure that your packages have a theme. Without a theme, your package is doomed to be categorized and thought of as just another throw-together pack of slop! A well-thought out package is unique and more likely to garner sales.

- 12) When you take products with resell rights and package them, if permitted by the resell licenses, create your own sales page and graphics. (Yes, you do need to learn to create your own quality graphics.) Sloppy sales pages and crappy graphics speak strongly to your customer; it tells them not to buy!

To this day, I know I'm not immune to high-quality graphics and sales copy even if it's a product I already own! LOL

- 13) Fire sales, super sales and special offers occur all the time! You don't have to buy every one of them. Often times, I used to find myself getting drawn up into the hype and spending my hard-earned profits on special sales. If you don't ABSOLUTELY need it right now, resist the urge to pull out your credit card!

The following tip may sound similar to the previous one but trust me, it's an entirely different suggestion altogether. Don't skip it!

- 14) . Don't buy every resell rights package and product you see. It's more affordable and smart to be choosy. Resell rights are available individually and packaged all over Ebay and the rest of the Internet! The question is: where are all of these resell products coming from? Where's the actual source of the eproducts you see being sold? And why buy from other resellers just like yourself when you can buy from the source?

This is another mistake I made early on. With credit card in hand, I went nuts on Ebay! If I saw an eproduct with resell rights, I bought it! What a waste of money. I didn't make much money back from those resell rights products. Sheesh. They were already over circulated on Ebay as it was.

Instead of going on a resell rights shopping spree like I did, you're better off investing in a resell rights membership site like www.softwarepak.com, or www.TurboMembership.com (I recommend these as I've been a member of both.) And if you really want unique, original niche eproducts, you can always check out my resell membership site, www.My-Resell-Portal.com!

- 15) If you're unsure about the resell status of a product, ask the author/creator. Most times, they are more than happy to clarify it for you. In other words, DON'T ASSUME ANYTHING!
- 16) List your digital products properly on Ebay. They now have a category set up exclusively for downloadable digital products.
- 17) If a resellable product doesn't come with a sales page and you create a sales page for the product, make sure you don't place a copyright notice on the sales page. Ebay will penalize you for this. You may have created the sales page but you don't have the right to place a copyright statement on it since the sales page is

promoting a product you don't own the copyright to. Sounds like a no-brainer, but it's been done by others.

- 18) Remember: Letting your resellables sit on your hard-drive collecting digital dust doesn't make you any money.
- 19) Automating the delivery of your digital eproducts is an absolute must! There are a lot of different solutions out there. Personally, I use [MyDD](#) (My Digital Dispatch) for Ebay sales and [DLGuard](#) for sales I make from my websites.
- 20) When creating and selling your own products, set restrictions for your products to prevent devaluing and over-saturation of your products. It's best for both you and your reseller in the long run. For example, for my original eproducts that I offer with resell rights, I have set a reasonable **suggested** minimum resell price and granted Transferable Resell Rights only to members of my membership site, www.My-Resell-Portal.com.
- 21) Whether you're selling a resell rights product for \$1 or \$100, treat your customer like gold! Who knows? That \$1 buyer could end up buying more expensive things from you in the future!
- 22) Creating an ezine is important. You'll hear over and over that 'the money is in the list.' This has been proved true over and over by many marketers. Build a responsive list and you'll have a powerful ally.

Many marketers run sales and special offers from time to time. In these sales, they offer their own original eproducts or products they've gained with resell rights. As long as you're offering quality products that your customers actually want or need, these sales are a great idea.

However, offering shoddy, worn out products in these sales could result in your subscribers' distrust and resentment and a lower overall opinion of you by your subscribers.

Also, when it comes to special sales for your ezines, try as much as possible not to include personal crisis stories as the call for the special sale, etc. One marketer recently had a special sale due to a critical situation in her personal life.

Unfortunately, the backlash was immediate and harsh. Personally, I sympathized with her and I respect her all the same. She'd always been generous with me (not to mention, I learned a lot from her and her ezine) and naturally, we'd formed a friendship through that ezine before that incident even happened.

This is a lesson I'm sure she'd want you to know!

Fail To Do These & Face The Death of Your Resell Business!

- 23) Discern who you're selling to. Are you selling to other resellers or are you targeting readers of ebooks, users of software, etc. It makes better sense to focus on one or the other. There's no saying you can't target both, but this way, your customers and potential leads can become super-targeted prospects for your other online ventures i.e. ezine, websites, etc.
- 24) Take some time and research the reselling market. What seems to work? What doesn't work? In other words, as a potential customer yourself, *what grabs ya?* Note and implement the good things you find. There's nothing wrong in copycatting methods that work as long as you apply your own unique twist to it!
- 25) Viewing your product from a customer's standpoint is also an invaluable skill. If you can master this, it'll help you improve your product and sales material.
- 26) Test, test, test! If you find that something doesn't work, try something else. Run with anything that works well!
- 27) Keep learning! I noticed that learning new skills like html, installing web scripts and creating quality graphics opened up so many more doors for me and also enhanced my professional image in a variety of ways!
- 28) Backup your web servers and the hard-drive of your computer once a week. In the very least, make a copy of your countless digital products on an external hard-drive or CD/DVD at least every week or two. I made this common mistake myself and lost everything I had to include all of my first original ebooks. That's not to mention all of my lost emails, contact details, favorite URL's and website stuff. I won't lie to you. When my hard-drive crashed and I lost everything, I cried like a baby! Everything I'd worked so hard to create was gone. All of the money I'd spent on resell products and educational (marketing-related) materials had gone the way of the dinosaurs!
- 29) Recognize that even as just a resell rights seller, you can't be everything to everyone. In other words, while you want to do your best to take care of your customer, you can't please everyone. It's simply not possible.
- 30) In two words: **over deliver!** Building a reputation as a reseller that over-delivers is very much in your favor. For example, I went well out of my way for one of my customers and she was so tickled that she sent me slivers of her homemade soap as a thank-you! Coming from overseas, I know she had to invest a nice little chunk of change to send them to me. ;) It was very rewarding to know she was so touched by my efforts.

The point is: over-delivering is always a good thing. Buyers talk and online, word of mouth goes a long way too.

More Tips That'll Help Pull Everything Together!

- 31) Market your resell rights site/product indirectly by including a link in your signature when participating in forums. Forums, including the ever popular Warriors Forum (an Internet Marketing forum), are a great place to learn, share your knowledge, and drive traffic to your websites. As with anything, forums are great as long as you utilize them in moderation. Overdo it, and you'll find yourself wasting time that could be spent working on money-making business tasks.

NOTE: I noticed that after I started participating in the Warrior Forum (and included the link to my membership site in my signature link), my placement in the search engines sky-rocketed! For the uninitiated, this a very good thing. Higher search engine rankings means more exposure for my site. That, in turn, results in more traffic and more potential customers and sales.

- 32) Personally, I think its good practice to sell what you're interested in. For example, I prefer selling web scripts. My eBay store has a ton of recipe ebooks but when I get off my big butt and get around to it, I will soon be selling mostly web scripts.
- 33) Don't confine your reselling only to Ebay. A lot of sellers make this mistake! Doing so is, quite frankly, putting all your eggs in one basket. Personally, I use Ebay more so for leads. I use my About Me page to direct visitors to my membership site.
- 34) Capture emails from potential customers. Not doing so will lose you thousands of potential dollars in your pocket easily. How do you capture emails? There are numerous ways! For one, I've seen some sellers place web forms on their Ebay about me pages. Others place their web forms directly on their websites. And still others use dynamic sticky-like pop-ups to gain their prospects' emails. What to do with the emails? Create an ezine, of course. Let's suffice it at that. (There is plenty of information out there on creating ezines and well, ezines aren't within the scope of this ebook.)

Think Smarter, Not Harder!

- 35) Provide a way for prospects and customers to contact you! It doesn't make much sense to put a site up with your resell products and not provide a means of contacting you. Sometimes, a customer may be very interested in your product but are adamant on asking a few questions first. If you haven't provided a quick and easy way to contact you, oftentimes, your customer won't bother to hunt you down. That amounts to lost sales right there.

- 36) Don't forget to sell on the back-end! For instance, if you sell on Ebay, you can always include a small advertisement on the download pages you direct your customers to. I sheepishly must admit that I'm bad about this one and I know I'm leaving money on the table by not providing back offers where possible. Note to self: plan to start selling on the back end consistently!
- 37) While specializing in one niche or sort of item is good, once you find success with it, then start branching out. Many people silently make big bucks off the Internet from creating multiple streams of income. For instance, I sell on Ebay, I run a resell rights membership and I create web scripts and bigger ticket items on the side. Even if some of your streams of income bring in less money than others, they do contribute to your income!
- 38) If you need something, have a question, or have an idea, don't be afraid to ask. Some of the most successful online joint ventures done in the past (and being done today) were achieved by a person not unlike you getting up the nerve to contact other marketers to propose JV's, etc. Don't get me wrong. This doesn't mean to contact every marketer out there and expect them to drop at your feet to do your bidding. As busy as you are, other marketers are likely to be busy too or are even busier!

Most Importantly of All...

- 39) When all else fails, DON'T GIVE UP! Another general piece of advice; **this is most important of all**. The difference between those who succeed and those who fail is the will to keep plugging along despite obstacles and failures.

To be honest with you, I very nearly gave up several times. I've tried so many things and stagnated for months on end in the beginning (at least a good 6 months!) I know without a shadow of a doubt that I've driven my husband and myself up the wall with my flighty, hare-brained antics. However, 18 months later, I've learned a lot, I'm making massive progress and I'm also earning money online!

Despite all the rough, turbulent times (which are unavoidable), the successes (no matter how small they are), are well worth it! Who knows? You could be making a full-time income off the Internet. You won't know until you give it your best shot!

Conclusion

With everything that you've read so far, there's really only one more thing to say:
'there's nothing to it but to do it!'

I hope you enjoyed reading this ebook, and even more importantly, that you've learned a few things from this report. **Now, take what you've learned today and apply it to your own reselling efforts! I'm sure you'll be glad you did.**

I would love to hear your results! So, feel free to drop me a line anytime at
<http://www.original-eproducts.com/helpdesk>.

With warm wishes and regards,
Kim Enders,
www.My-Resell-Portal.com
Home of the Original Eproduct Resell Membership
That Won't Break Your Wallet!

Resell Rights Sources & Resources!

As a resell rights junkie, you know already that I know resell rights. And below, you'll find some of my favorite picks, all of which I can recommend from experience!

Liz Tomey 'My Original Eproducts' site. Everything Liz touches turns to gold, er, green backs! LOL Liz is well known for producing interesting, high-quality niche ebooks that people snatch up in droves!

You can access the site at:

<http://original-eproducts.com/recommends/MyOriginalEproducts>

My Resell Portal. This is the original eproduct membership site that I run. At the time this goes to press (in March 2006), I am offering Transferable Resell Rights to 40+ original eproducts and 4-8 more original eproducts every month. An unbeatable deal!

You can access my site at:

<http://www.my-resell-portal.com>

Dennis Hardy's Softwarepak site. This mega-download site was the first one I'd ever subscribed to. A membership cap was set at 300 members so if you can find an opening, you might want to go head and snatch it up!

You can access the site at:

<http://original-eproducts.com/recommends/softwarepak>

John Delavera's Turbo Membership site. John Delavera is infamous for his world-class scripts, ebooks and a variety of other products. If you can afford the \$67/month price tag, I can tell you from experience that it is well worth it. When I joined his membership site, my head was literally spinning from everything I found awaiting me. John overdelivers like crazy!

You can access his site at:

<http://original-eproducts.com/recommends/TurboMembership>

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