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Introduction

One of the easiest ways to make money online is by using "pre-created" content, in the form of either resale rights, master resale rights or private label rights.

With all of these licenses, you can instantly start making money by promoting content and products created by other merchants, with very little work involved, and the greatest part of it all is that you can keep 100% of all profits generated as a result of your marketing campaigns.

But let's make one thing clear; not all resale rights products are created equal. You want to be careful with the type of products you promote, after all, they become part of your brand, and with as many different RR products available, you have the opportunity to be very selective with the products you choose.

In fact, there are resale, master resale (MRR) and private label (PLR) content available in nearly any niche market imaginable. From ebook products to reports, articles, and full-blown video training courses, you will be able to quickly find the perfect product for your niche market.

Here is a quick overview of the different licenses:

Resale Rights (RR)

RR is considered "basic" rights, typically providing you the option of selling the product but unable to modify the content or resell the license to others.

For example, you can sell the ebook but not the RR rights to your buyers.

Furthermore, RR often comes with restricted rights including price limitations where you are required to sell the product for a minimum price.

Master Resale Rights (MRR)

With Master Resale Rights, you typically can not only sell the product itself but

pass on the same rights that you were given (the ability to resell the product itself). You may also be permitted to make changes to the product and set your own pricing.

Private Label Rights (PLR)

With most PLR licenses, you can modify the content, claim authorship, and set your own pricing, but PLR sometimes offers extended options, including breaking up the content or material, reselling the licenses to others and creating compilations from multiple PLR products.

When choosing RR products, you want to focus on:

- ✓ Quality
- ✓ Distribution
- ✓ Rights

You want the product to be of top quality, complete and comprehensive. It's important to choose only high quality products to ensure minimal refund requests, and to be able to build a reputation as a quality content provider.

You also want to pay attention to the level of product distribution, as the fewer licenses sold, the easier it will be to promote - as fewer people would have seen the product elsewhere.

And finally, you want to purchase products that offer you flexibility in terms of what you can actually do with the product, including adding your own name to the release, customizing it, modifying it, and re-selling it.

Each RR product will carry different licensing rights, so it's important that you carefully read the terms so that you are familiar with your rights and stay within the developer's guidelines.

In this report, you'll discover the top methods of monetizing resale rights

products, so that you can quickly generate a full time income from quality releases.

Let's begin!

Choosing Your Niche Market

In order to make money with RR products, you need to first determine the type of products you are going to sell, as well as the overall niche market.

To start, you will want to evaluate potential markets first to determine their viability, as well as analyze what is currently selling successfully within the industry.

Proper research will save you a lot of time and money promoting products that people aren't really interested in, and it will also give you valuable information regarding industry pricing and expectations regarding the products you sell.

So start by asking yourself, "What niche market are you interested in?", "Who is interested in this niche market?", "What type of products are successfully selling", "What is the competition selling?" and "What keywords are relevant to the niche?"

Evaluating your markets prior to choosing products will make it a lot easier to create targeted campaigns that drive in qualified visitors who are genuinely interested in the RR products you are offering.

Keywords play an essential role in being able to create high performance marketing campaigns, so you'll want to conduct quick market and keyword research to identify what keywords and phrases are being used by your target audience.

You would then use these keywords in your marketing campaigns, on your sales page and even in the product title itself!

If the RR license doesn't allow you to modify the title of your product, you could always create a "companion" report that highlights the content and provides a "teaser" that gets readers excited about the material. You would

then use this report to upsell the full RR product, while giving yourself the opportunity to title your report however you like.

Many times, RR licenses will allow you to modify both the content and the products title, but in the event you are unable to, this is a great way of getting around it!

When evaluating potential RR products, you want to make sure that the information is still viable, and isn't outdated. You also want to be sure that it's conclusive, and isn't lacking important information.

Again, even though you didn't create the product yourself if you sell it under your name, it becomes part of your brand and you want to be careful to promote only quality products that will help you develop a solid reputation in the markets you choose.

If you have trouble choosing your first niche, consider spending some time within popular marketplaces, evaluating different products that are selling successfully, including:

<http://www.ClickBank.com>

<http://www.Amazon.com>

<http://www.PayDotCom.com>

And check out current editions of popular magazines for even more ideas on the different topics that are currently in demand (visit <http://www.Magazines.com>)

When browsing through marketplaces, jot down ideas that you come across so that you can later research and find relevant resale rights products currently available around those topics. You can also check out Google Trends, at <http://www.Google.com/trends> for additional niche ideas, using their historical data to gauge the popularity of specific topics.

Another handy niche research tool is Ebay Pulse, where you can browse through the top 10 categories on Ebay! - see: <http://www.pulse.ebay.com>

In the next section, I'll show you how to quickly monetize resale rights products in any niche market you choose!

Making Money With Resale Rights

When it comes to making money with resale rights products, there is no shortage of opportunities available to you. We'll begin with the most common of all strategies, direct selling followed by a powerful backend system.

With direct selling, you simply sell the product as if it were your own, setting up a sales page that showcases the product, and funneling customers through a regular sales system, where they purchase the product and are able to gain instant access to their purchase.

The great part about selling resale rights products is that because you are not limited by the number of products that are up for grabs, you can quickly build an extended sales funnel around RR products.

For example, rather than just promoting a single product on the front-end, you could introduce additional products through an ongoing back-end system, where customers are given the option to "upgrade" their purchase to include additional products, or take part in a 'special offer' where they can add multiple products to their shopping cart!

This is an exceptional opportunity to maximize your income, just by choosing relevant RR products that compliment the primary product you are selling.

For example, if you were promoting a guide on "How to become a paid blogger", you could offer upsell products that include a package of blog themes, a "pro bloggers checklist", interactive blog plugins, or even additional ebooks, reports, or video guides that compliment the original product.

The possibilities are truly limitless!

Creating Collections & Bundle Offers

You can also make money with resale rights products by creating compilations of various RR products, in one collection. Imagine just how easy it would be to sell a high value collection at affordable prices, to customers within your market who are looking for a full-featured training course!

You could bundle ebooks, reports, audio based interviews and video guides into one complete lesson plan, and offer the course for up to \$97 each!

Full featured courses are very attractive to customers, because they not only feel that they got their money's worth but they are able to get all of the information they need in one purchase. Plus, courses or complete product collections can be priced higher, instantly increasing your profit margin!

Create Compelling Bonus Products

One of the greatest ways of boosting sales is by offering high quality bonus products that are available for a limited time.

By giving potential customers additional value while creating a sense of urgency by offering bonuses for only a limited time, you can instantly maximize sales while providing customers with more than their money's worth!

Bonuses will also help to decrease refund requests, and with RR products, you can find an unlimited amount of quality products that would compliment your primary product.

Just make sure that your bonus items provide real value, and enhance the product in some way.

When offering bonuses on your sales page, you always want to assign a monetary value to each product. For example, "Retail: \$29.97 - Yours FREE!".

This will increase the perceived value of your offer, and give potential customers a clear idea as to how much they are saving by acting quickly and securing the entire offer before the bonuses are gone.

Power Up Affiliate Campaigns

One of the most powerful ways of using resale rights products is in powering up affiliate based campaigns. When you add quality RR products to your affiliate marketing, you instantly ramp up the value and capture the attention of potential leads.

Not only will you be able to create a unique offer by doing this, but you will be able to give customers a reason why they should purchase through your affiliate link, rather than a competitor who is not offering additional products to their campaigns.

Affiliate marketing is a great way to make money online if you don't have a product of your own, and by utilizing resale rights products, you can create a compelling offer that attracts hungry buyers who are looking for a deal!

Create High Performance AdSense Websites

You can easily make money with AdSense advertising, and one of the fastest ways of developing content-rich AdSense pages is by implementing resale rights content into your website.

You would then blend AdSense ads into the navigation system on your website, as well into the content itself, so that you can maximize clicks, instantly!

Every successful AdSense campaign requires quality content and a strong focus, so you want to create high quality article pages around your AdSense campaigns, keeping your featured content on topic with what your page is about.

Just make sure to include at least 10 different articles so you're providing enough content to maintain visitors long enough to get the click!

Build A Targeted Mailing List

Email marketing is a powerful tool in maximizing your outreach and

skyrocketing your profits, and there's no better way to fuel an email marketing campaign than with high quality resale rights products!

Every email campaign is powered by fresh content. You use it in your email campaigns to warm up readers, to build relationships with your list and to pre-sell customers on promotional items, and resale rights products make it very easy to set up at very little cost.

You can combine free content with promotional based offers, all powered by resale rights material, including articles, reports and ebooks - followed by ecourses, training lessons, video guides, and even full blown autoresponder sequences that you can instantly plug into your system, saving you hours of work!

You can also use resale rights products as the incentive offer on squeeze pages and landing pages, enticing visitors into becoming confirmed subscribers, instantly!

In addition, you can use resale rights products to fuel PPC marketing campaigns where you offer free downloads on your feature page (landing page, or "entry page") so you are able to collect leads and build a quality, high targeted mailing list.

Resale Rights Resources

You can find quality RR, MRR and PLR products all over the Internet, but to help you get started, here are two resources:

PersonalTrainerToolbox.com – Fitness related RR, MRR, and PLR.

FitnessPLRdirect.com – FREE notification list of new fitness products on the market with PLR.