

PLR & Rights Domination – Bonus Notes

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Know Your “Rights” - Terminology

1) Basic Resell Rights / Resale Rights.

You have the right to resell the product but your customer does not have the right to resell it to another. Sometimes referred to as ‘Non Transferable Resell Rights’

2) Master Resell Rights.

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

3) Private Label Rights (PLR).

You are allowed to make limited to unlimited editing to specific or all parts of the product such as your own name, logo, advertisements, web site URL, and affiliate IDs. Be careful Private Label Rights does NOT always include Master Resell Rights nor does the term grant you the transfer of the licence (this would generally be referred to as Transferable Private Label Rights)

4) Give Away Rights.

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

5) Royalty Rights.

You have to pay the original product author or franchisor a percentage of every sales made by you. This right normally applies to physical products.

Under The Hood - PLR

Okay let’s get specific here – Let’s really see what Private Label Rights (PLR) is all about... Here’s a useful definition:

“Content, particularly articles, E-Books and reports written by a 3rd party and made available for several purchasers to buy and use. These articles, E-Books, and reports

can be used as-is or edited as the purchaser desires - within the guidelines of the PLR Company. Guidelines for use differ with each company.”

As you delve deeper into PLR you'll quickly find that every Private Label Rights publisher uses their own specific guidelines and terms of use policy.

Read Them And Abide By Them.

Some Private Label Rights sellers don't allow customers to resell the content at all. Some allow the content to be resold but do not allow the purchaser to claim authorship or to claim copyrights to the work. It can get pretty complex.

If You Don't Understand (Or it isn't clear) Ask!

Most Private Label Rights sellers, however, allow customers to do whatever they wish with the content which has been purchased.

And in most cases with very few (if any) limitations. For Instance In Most Cases You Should Be Allowed To:

- Change the title of the work
- Edit the content of the work (add to it, take from it, revise it)
- Add your own affiliate links
- Claim authorship of the work
- Submit the work to article banks or E-Book repositories
- Use the content (or part of it) as free bonuses
- Use the content on your website
- Resell the content
- Copyright the content

Successful Internet business owners recognize that 'content is king' and that's something you've got to understand if you're looking for success too.

And PLR is a powerful tool - Some very successful internet businesses (and we're talking \$7 and \$8 Figure Businesses here) are built on nothing more than Private Label Rights purchases. Private Label Rights articles, E-Books, software and scripts. Listen to Simon and Jeremy's course and you'll discover how you can turn an average business making low or moderate sales into a powerhouse company generating huge profits.

Now while we're looking at PLR let's also look at 'Rights' products in general and some of the things you should consider before parting with your cash...

15 Tips on Sourcing for Resell Rights Products

1) Source for quality products with Resell Rights at exclusive Resell Rights membership sites.

A good way to source for quality products with great demand is to purchase a yearly (or even lifetime!) access to membership websites dedicated to resale rights. These membership sites offer products such as E-books, software, templates, articles, audio/video and even ready made AdSense/VRE sites.

2) Look for Resell Rights membership sites which its webmaster regularly sources for such products.

Preferably either the webmaster does his homework often or he has a good connection with other product creators that he usually has the product before the launch day, if not one of the first to get it. Some recommended membership sites that are dedicated to providing quality Resell Rights products on a consistent basis are SureFireWealth.com , AutopilotPublishing.com and AutopilotNiches.com

3) Don't purchase a product with Resell Rights if the product is outdated.

Chances are that the product is either over-saturated on the Internet, devalued over time or its contents did not survive the test of time. (Especially true if the product contains a lot of time-sensitive information). To always get in ahead of the crowds make sure you are registered to receive 'The Resale Rights Review' infoclicks.co.uk

4) Avoid purchasing packaged products with resell rights that are so-called worth \$2,500 but sells for \$47.

In most cases, the bundled packages are really worth just that amount. If the product and its resell rights are too cheap to be true, this is often because either product is already old, over-saturated on the

Internet or devalued due to low prices offered by other resellers on the Internet.

5) Consider purchasing "\$2,500 for \$47 only" packaged products with Resell Rights only if you want to give them away for free, give as a bonus to another product you are selling, or bundle them into packages where you can add value and sell at a higher price.

6) The definition of old in Resell Rights business is "more than 3 months old".

In other words, when sourcing for products with Resell Rights, make sure that the product is freshly made.

7) Choose quality products with Resell Rights that have limited competition.

If the product is rather new, you have a good chance of having a head-start. Or use your streets and business smarts to stay on the inside of every investment by networking with influential Internet Entrepreneurs so that they will update or include you in their coming product launches.

8) If the product author sells to customers whom most of them don't have really great marketing power, this can be your good chance as a super reseller to leverage on your own connections, Joint Venture partner's efforts, and more, to beat other resellers to earning from a world wide audience!

9) Choose quality products with Resell Rights that have attractive back-end income opportunity.

This will enable you to earn from the same customers. If possible, choose a product that allows you to earn recurring income from back-end sales.

10) Be sure that the Resell Rights product has a persuasive sales letter.

If the sales letter is not convincing, it won't sell no matter how good the product is. The best litmus test is to read the sales letter yourself. If it doesn't persuade you, it won't persuade your customers, either.

11) Study if there is a demand for the Resell Rights product you are contemplating to choose to resell.

If there is no or hardly any demand on it on the Internet, it will be pointless to resell it. Every hour spent on Google in research will pay you back ten fold

12) Study the resell right terms and conditions of the product to learn whether they are designed in your favour and if they offer you protection or limitations. Remember if you want different terms ASK!

Here are a few things to look out for in the resell right terms and conditions:

- What is the minimum/maximum price cap for the product?
- Can the product be given away for free or as a bonus to another product you are selling?
- Can the product be sold at auction sites such as eBay?
- Can the product be sold in printed version?

13) Conduct a quick background check on the product author's credibility by typing his or her name on the Google Search Engine.

This is crucial as if the author has a bad reputation on the Internet, it will be very difficult to resell products made by him or her.

14) Use the search engines to look for products with Resell Rights.

Use these keywords when searching: "resell", "resale", "reprint", "private label", "give away", and "rebrand".

15) Contact the product authors by mail or phone and ask if he is willing to talk about the possibility of selling you the rights to his product.

This is a great method especially if the author does not actively sell the rights to his product and that the product is appealing to a niche market in demand.

PLR – Here's what will really Make You Rich...

Listen to *PLR Rights & Domination* (3 or 4 times) – Does it sound simple? It sure does, and that's because it IS simple, the key to success is applying what you learn and having the ability to persevere. That's it.

Problem is most people think if it's not complicated then it's not the answer, yet in truth most business success comes down to those two things –

Apply what you learn and persevere.

Be unique in your business – Stand out from the crowd and leave the 'herd' behind... Private Label Rights (PLR) marketing is a rather new concept in the world of Internet Marketing in general. It isn't brand new but it hasn't been around more than a couple of years so you might say it is still in its infancy.

Like all marketing, both of the online and off line, PLR/Rights marketing will be tried by many. A few who delve into it will become shining successes and dominate their marketplaces, others will do okay and make a reasonable income but most will become complete failures.

Concentrate on your business, not a single product and be unique. If there's an underlying message in this entire course it's that...

Take the incredible benefits you'll get from Rights and Private Label Rights products to build your business faster. Use the time advantage you receive

wisely. And remember, the same Private Label Rights materials are made available to many people.

You will succeed by keeping your focus on the bigger picture.

To Your Success

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