

## **The Guide to Reprint Rights Riches**

Special Report by Jimmy D. Brown

I love Ken Evoy. The guy's a genius. When you mix quality content, value rich pricing and superior customer service you've got a winner.

And Ken is a big-time winner!

His products sell better than ice water at the end of a six hour Grand Canyon tour.

Cory Rudl? His name is almost synonymous with "Marketing Tips."

And has anyone ever been successful with an ezine without learning from Rick Beneteau?

Mark Joyner produced an ebook that was downloaded over 1 million times. You know this guy knows the score.

I love associate programs. There, I said it. I love them. But, there is one glaring problem with associate programs...

...you love them too.

And so does every other netpreneur.

And so will the future netpreneurs who haven't even logged on for the first time yet.

That's the problem.

You and I are trying to market products that 10,000 others are trying to market. And the chances for most of us to earn a living from affiliate programs alone is about as slim as the chances of me riding a grizzly bear bare-back across Montana...

...it ain't gonna happen.

Reseller programs are great. As I said, I love 'em. But, I believe they are best used as a secondary income generator...

...not as your main product.

You do have a main product don't you?

Whether you do or don't, doesn't really matter. What you're about to learn is going to be useful and valuable to you regardless of your current

product line, or lack thereof.

Let's face it, the people who earn the most money are the folks who own the products. Really. They do. I'll give you an example.

Ever hear of Tony Gossage? Didn't think so. Tony owns a local computer software outlet in Jonesboro, Arkansas. I'm guessing he earned about \$30,000 profit last year. Not a bad year, but doesn't compare to the \$3.5 billion that Bill Gates earned. Oh yeah, Tony Gossage sells Microsoft products.

Get the point? I'll say it again, the people who earn the most money are the folks who own the products.

Now, I realize that this is an exaggerated example. But the same trend is seen all over the internet. Mr. Affiliate A earns \$200,000 a year, while his average reseller earns \$27.58 a month.

Don't get me wrong. I'll take my \$400-\$600 a month that I earn from associate programs with a smile. :-)) However, owning my own business, with my own products is what is going to pay the bills and allow me to spend some time at the lake...

...and I'm thinking it's about the same for you too.

So, what's the answer? Reprint rights. And not just those "Money Making" reports that have been floating around since the dawn of time. I mean affordable, turn key businesses with products that only a few others out there are authorized to sell.

And you can be one of them.

Now, before I discuss the specific items that you can begin selling tomorrow afternoon, let's cover some basic reasons why you should use reprint rights and how you can use reprint rights. Again, it doesn't matter if you already have a main product or not. (If you want to skip this discussion and go directly to the items available for you to resell for 100% of the profits, then scroll down to the bottom of this article)

Why Should I Purchase Reprint Rights?

1. Most internet marketing experts feel that selling information is the ultimate business to be in on the web. In fact, with the exception of sex sites (shame,shame, shame) information is the #1 seller online today. Electronic information products (which all of the items we will be highlighting are among) are among the most sought after online.
2. Once you purchase resell rights, the business can easily be automated and requires very little monthly overhead. (I spend less than \$10 a month) Since the products are electronic, there is ZERO reproduction

costs. The products can easily be downloaded from your website thousands of times without spending another dime.

3. The profit margin is incredible. If the product sells for \$29.95, then you keep \$29.95. Hmmmm. I'm no math expert, but that seems like 100% of the sale goes to you, not your affiliate sponsor!

4. Of course, there is no need to maintain inventory. Everything is hosted on your website, with instant access for those who make purchases.

5. With reprint rights YOU are the prime source. The products are YOURS. YOU keep all of the profits. Do I really need to expound on this further?

### How To Use Items Purchased With Reprint Rights

While the benefits of marketing your own products is endless, I'll briefly share four ways to use reprint rights to generate instant and continual, liveable income.

#### ~~~~~SIDEBAR~~~~~

I want to make something clear. When I refer to the products as "Your" product, I mean that you have authorization to sell the products for 100% of the profits. They are "Yours" in the sense that you have the rights to reproduce and sell the materials an unlimited number of times. The individual who initially created the products retains all COPYRIGHT rights. In other words, you can't attach your name to the product and represent it as something that YOU created as an original.

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1. As a main product. With the advent of reprint rights, folks who aren't writers, techno junkies or inventors can market products as their own...

...without any special skills or abilities.

One of the great benefits with resell items is that you become the prime source. No dropshipping, no buying products at a discount, no wholesaling, no fulfilment houses, etc. You are the "owner and manufacturer" of the product, so you can keep 100% of the profits.

For those who don't have the time to develop a product to sell online, or just don't feel that they have the ability to create something from scratch, resell rights provide the answer...

...a sellable product that anyone can offer as the main focus of their internet business.

2. As a back-end product to create multiple streams of income. OK, so you've already got a main product. Now what?

Now you use the products that you purchase with resell rights to work the back-end. Researchers show that 34% of customers will make another purchase from you. That's where you can really generate extra income if you already have an online business.

"Multiple streams of income" is a buzz phrase on the web today. Basically, it's the idea of generating sales from several different products, services, etc. With reprint rights items you can offer your customers another opportunity to do business with you. And, if you offer a shareware version of your product, an ebook or other freebie, then you can promote your resell items in these...

...that way, if they don't buy your main product, then you have several more chances at making the sale.

3. As part of a bundled package. Reprint rights make a great way to "up the ante" so to speak. You do this by including the reprint rights items as part of a package, instead of trying to sell your current product alone. After all, which do you think sells better, the Big Mac and Fries for \$2.99 or the Extra Value Meal with a Big Mac, Fries and a Soda for the same price?

I'm going with the Extra Value Meal.

With reprint rights, you can create your own Extra Value DEAL. And when you do, customers will gobble them up...

...quicker than you can say Chicken McNuggets!

4. As an incentive. What an incredible way to use reprint rights items. My mind floods with ideas on how to take advantage of the possibilities...

...but I know you have a life so I'll just share 6 quick ideas. ;-)

(a) Incentive to increase subscribers to your ezine. You mean all I've got to do is subscribe to your newsletter and I get the powerful ebook, "Make a Million Dollars by Tomorrow Afternoon?" ...

...sign me up!

OK, that's a bit dramatic. I know. I have a flair for melodrama. ;-)

I think the point is a valid one, however. Folks like free stuff. I do. You do. We all do.

So, with reprint rights items, you are able to give them a freebie if they agree to let you send them a newsletter once a week.

Subscribers = future customers = future sales = future money in the bank.

Just another way that reprint rights are a winning formula.

(b) Bonus for purchasing your main product. Again, offer more bang for the buck. Throw in some killer ad copy...

..."If you order XYZ Super Seller within 24 hours, then we'll throw in a bonus valued at \$50 for FREE."

What's that I hear? Sounds like someone reaching for their credit card! ;-)

(c) Bonus to increase your affiliate sales. Here's another great way to use reprint rights to increase your bottom line. Offer them your item as a Free bonus when they make a purchase from an affiliate program that you are promoting.

Think about it. Who would you rather purchase your next Internet Marketing Kit from, the affiliate who simply has a link sitting in a prominent place on his website, or the affiliate who is offering you a \$50 ezine secrets ebook if you click his link instead?

Only an idiot would buy the exact same product from the person NOT offering the bonus.

(d) Bonus for top affiliate sales. Do you have your own associate program for your main product? Great! Want to get your affiliates working harder to promote your program? Sure you do. Here's how you can do it.

Offer one of your reprint rights items as a Free bonus to the top selling affiliate for a specified period of time.

You better believe you'll have an increase in sales for the period. :o)

(e) An incentive to get people to your website. Market your reprint rights item in your online advertising by offering it as a freebie for visiting your website. Below are two ads that could be placed in an ezine. You tell me which one draws more hits to the website...

=====  
FREE ADVERTISING SECRETS are revealed at our website. You'll learn everything you need to know about internet marketing in less than 24 hours. We'll show you how to earn \$2,000 a week starting next week. Visit us at <http://www.blahblahblah.com>  
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OR...

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FREE ADVERTISING SECRETS are revealed at our website. You'll learn

everything you need to know about internet marketing in less than 24 hours. We'll show you how to earn \$2,000 a week starting next week. Come by and download your FREE \$50 gift at <http://www.blahblahblah.com>

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I hope you went with the second ad...

...because that's the one that the customer will go with! Reprint rights items are a great way to generate extra hits and bring the traffic around your place.

(f) As a key component of a Viral Advertising Campaign. Bundle up your reprint rights item in an ebook or zip format, along with advertising for your main product and other products and then...

...allow others to give it away for free.

Can you imagine if just a small percentage of the 1,000,000 webmasters online began giving away your freebie? And then the recipient of your freebie began giving it away at their website? And then visitors who downloaded it their began giving it away, and so forth?

Traffic jams, my friend. Traffic jams at your website.

By now, hopefully you can see the incredible benefits of having items that YOU control, that you are the prime source of. If you brainstorm just a little, I'm sure you can think up many more uses...

...and even if the brainstorm is just a light drizzle, you can develop a couple of new ideas! ;-)

If you are interested in taking a look at the 36 items that you can purchase with complete, royalty free resell rights, then send a blank email to one of these three email addresses...

[ingredients@biz-e-bot.com](mailto:ingredients@biz-e-bot.com)  
[ingredients@getresponse.com](mailto:ingredients@getresponse.com)  
[ingredients2000@sendfree.com](mailto:ingredients2000@sendfree.com)

Resell rights are proven to generate income in a variety of different ways...

...isn't it about time you got your piece of the action?