

# Private Label Rights & Master Resell Rights Explained!

By: Joesy

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**You now own Master Resell Rights to “Private Label Rights & Master Resell Rights... Explained!”**

**The only rule to this e-book is the content cannot be changed in anyway whatsoever.**

**Good luck!**

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# Introduction

- Who am I?
- What is my story?
- Sign up for notifications

Hi...

I am Joesy (my internet nickname)



I, like you, am an Internet Marketer.

I originally started out because I had a particular story I wanted to share with the world, and the internet was a great and not to mention much easier solution to get that story out there.

My story is very personal, yet I am happy to share (and not hide behind the curtains) what that first project was.

You can check out my very first website and my most dearest and personal information here at: <http://www.anxiety-panic-free.com> & the soon to be replica but affiliate site for this is at: <http://www.joanne-king.com>

I took on playing with resell rights as a part time hobby (as you are probably aware, internet marketing can be rather addictive).

When I first begun... I was certainly no “hot shot” at the “resell rights”.

I made my mistakes and bought items on “impulse” because they sounded like a bloody good deal. HEY! 300 products for just \$29.00 – I imagined I’d be rolling in the dough – especially considering my other websites and books I had created were earning me good profits.

It took some trial-and-error but I got there, and have managed to turn my part-time hobby into profits.

I have created this guide so hopefully you and many others won’t need to go through the “hair pulling – frustrating” stage I went through in order to see profits from your own collection of “resell rights”

**Sign up here to be notified when I release new products for Private Label Rights & Master Resale Rights**



<http://www.joesy.com/resell-notify.html>

# What is Master Resell Rights

- What are the advantages to master resell rights
- What sort of products can you get with master resell rights?
- What can you expect to receive with "Master Resell Rights?"

When you buy a product with “Master Resell Rights” this gives you the opportunity to “pass” on the resell rights to the person who buys from **you**.

Say for example: You have “master resell rights” to this e-book **“Private Label Rights & Master Resell Rights... Explained”** This means you can sell this e-book to anyone you wish, and keep 100% of the profits **PLUS** the person who bought it off you **can** also sell the e-book, keep 100% of the profits and pass on the resell rights again to the next person.

**Important Note:**

Some creators may have the stipulation that only when you buy from him/her that you receive the master resell license however, the customer who buys from you may not receive the master resell rights license.

**For example:**

Little Suzy created a book on “How to clip your nose hairs” – She offers Master Resell Rights to her buyers, but does not allow your buyers to pass on the master resell rights so when little Robbie (who bought from little Suzy) sells this product... He can offer his customers the “resell rights” (which means his customers can also sell the product can keep 100% of the profit but his customers cannot offer the resell rights).

So now little Mark has bought from little Robbie – This means little Mark can sell the book “How to clip your nose hairs” but he cannot pass on any resell rights to the book.



## What are the advantages to Master Resell Rights?

Well – if you are marketing to an internet marketer, an offer of being able to resell the item adds more value to the product.

They can now, not only profit from the information they receive inside of the e-book but they also can make profits by reselling and passing on the resale rights again adds value to the next customer who buys.

And the creator of the product reaps a “viral affect” spreading their name as an “expert” in the field.

It’s a win win situation for both the buyer and seller.

This e-book is a perfect example of that – anyone who is interested in learning and knowing more about master resell rights and/or private label rights obviously **wants** master resell rights and/or private label rights products they can sell.

## So what sort of products can you get with master resell rights?

Absolutely anything!

Although I have shown this e-book to be a perfect example of how you can “profit” by giving people what they want in more ways than one... master resell rights are not restricted to just internet marketing related subjects.

I, personally myself, offer resell rights to products on health & dating as well (as these are some of my favorite subjects to write on). And I have made some nice profits in these niches.

However, you may take a different approach to “how” you offer your resell rights to these types of niches.

**For example:** Someone who has surfed in on your dating website – is most likely not interested in resell rights, in fact they probably don’t even know what it is or even how to use it.

I will show you in chapter 5 “Selling MRR & PLR” how you can go about selling rights to your products that are not internet marketing related.

## What you can “expect” to receive with Master Resell Rights

Usually, in master resell rights, the creator does not allow you or anyone else to edit the content within the book and is offered in a “as is” type condition.

**Master Resell Rights** may include the following:

- The creator may offer a salespage included with the book
- The creator may offer graphics eg. E-book covers, banners, order now buttons, background images
- They may allow you to package their e-book with your other e-books
- They may allow you to include their book as a bonus
- They may have a certain “price value”. For example – you may not be allowed to sell under a certain dollar value – I’ve even seen some come with a “maximum” dollar value eg- Not allowed to sell the item above \$97
- They may even allow you to give it away for free

Always check the license agreement, as this is the only 100% way to be sure of what you can do with the resale item you bought.

Some creators may have some obscure condition to their “offer” of their master resell rights item. They can choose to place any restriction they wish upon the item.

If you are ever in doubt of what you can do with the creator’s product – send them e-mail! It’s better than getting a slap around the wrist or even worse a notice from their lawyer for breeching your license agreement.

# What is Private Label Rights

- Private label rights with master resell rights. What does this mean?
- What you can do with private label rights
- What will you receive with your private label rights?

Private label rights are usually much more expensive than just Master resell rights as private label rights gives you the opportunity to change the content within the book to however you please, making the content more “original” and “one of a kind” and allows to place your name on it as the author.

Here is where it can become confusing...

## **Private Label Rights with Master Resell Rights. What does this mean?**

Depending on the license agreement with the creator, you can also buy Private label rights that include Master Resell rights.

This is where most people get “confused”.

Simply, this means you not only have the right to change the information within the book and place your name as the author but you can also pass on the license and give the next person resell rights to the content as well.

### **Please Note:**

Not all Private label rights will come with a master resell license. And some may have a stipulation that you can only sell master resell rights to the private label rights content if you change a certain percentage of the “original raw content” –

**For example:** they may request 60% of the content must be changed in order to sell Master Resell Rights

## What you can do with Private Label Rights

As mentioned previously... you can change the content, add to it, subtract it, leave it how it is and place your name on it as the author.

Some creators of the private label rights will not allow you to use “their” name on it.

Why?

Because you are able to change that content as you please, they don’t know you, and don’t know your writing capabilities or what you know on the subject.

Their “name” is their reputation as it should be yours as well.

If you’ve just bought private label rights to a product on “How to stop the next door neighbor’s cat from peeing on your front doorstep” and you decide to add to that content “just shoot the mongrel” – more than likely you’re going to ruffle a few feathers and the creator of the product wouldn’t want any association with your product.

If you are planning on selling Private label rights, I would also strongly recommend you place in your license agreement that your name cannot be added to the book, just to rule out any possibility of been seen as the “provider” of poor information.

## **What else will you receive with you Private Label Rights?**

Unless its software or someone has other ways of distributing the content to you, in most cases you will generally receive your product in pdf format and in Microsoft word document.

Microsoft word document gives you the opportunity to change the raw content to your own. Pdf format is an opportunity to put it up and sell it right away if you don't want to make any changes to the book.

Some private label rights will also offer you graphics eg. e-book covers, banners/headers, order now buttons, background images. Some may also offer the Psd source files so you can edit these to how you please.

You may also receive a ready made sales page that you can also edit to your likings.

You may also be allowed to use some of / or even all of the content in the book as web page content. Some people will buy private label rights just for this sole purpose to provide quality content to their readers and likely to increase their adsense revenue.



## **Understanding the Abbreviations**

**MRR** = Master Resell Rights

**PLR** = Private Label Rights

# Buying PLR & MRR

- What not to do
- What to look for when buying
- Where you can buy resell rights from

As I stated in the introduction I didn't have a lot of luck when first starting out with resell rights.

And only now do I understand the big "hype". (I will get into that a little more in a moment). Firstly, learn from this mistake I made...

## **What NOT to do**

You see, when I first started out, I was buying mostly junk items – it seemed like a great deal at the time - \$29.00 and I'd receive 300 odd products that I could resell.

What I didn't realize at the time was... a lot of these products were out dated. They were created years ago and had probably done 10 laps around cyber space not to mention some of these products were more on the say "obscure" range – and I had no idea how to really market them.

I guess as the saying goes – you get what you pay for!

It's a bit like when you go to the market and they are selling 10 cooked chooks for \$5 (chickens for you non aussie folk).

The offer sounds inviting considering you're used to paying \$10 per chook... but what use do you really have for 10 cooked chooks? (Unless of course you are supplying an entire football team with a snack tonight...

I'd be more concerned of the "quality"... What truck did this fall off of? And is it worth risking falling ill over trying to save a few bucks?

Most of these type of resell rights that have been around for years aren't even worth much chop as a "bonus".

In fact, it's more likely to damage the quality of the original product you are trying to offer. Chances are your visitors have seen it a thousand times before they landed onto your website plus you don't really want to be giving your customers "out-dated" products.

It's just not worth damaging your name over!

My main point here is: Go for "quality" **not** "quantity"

## **What to look for when buying**

I generally like to have an idea of "how many copies will be released". Whether there is a strong "need" for that type of product and what type of license agreement I get with the product. (These things will differ, depending on what type of "freedom" I need with the product and what "limitations" they have placed on it)

And don't get me wrong by my statement earlier; I will still buy resell rights to items that have done a

few laps around in cyberspace “providing” the product is still “up-to-date”.

I will usually do a search in “Google” to see how many people are already reselling the item and also to see if I can get it cheaper from someone else.

I’ll also pop over to ebay and see if it is offering resell rights over there too.

## **Where you can buy resell rights from**

My most favorite place to buy resell rights from though, is definitely the warrior special offer forum.

These usually come from people you get to know and trust and generally know these people will stick to their word and keep it more exclusive, which is a bigger benefit to you.

If you are not already a warrior, you should check the forum out (it’s a great community with a lot of “information” on internet marketing available freely). You can check out the warrior forum here:

<http://www.warriorforum.com/forum/>

If I’m looking for something super cheap and I’m not too concerned about the limitations – ebay can be a cool spot to search through.

I actually picked up 700 private label right articles there the other day for just 1 cent! Again – the

quality certainly wasn't too crash hot – but since its “private label rights” – I am able to fix it up some. You can also join membership sites that offer resell rights and or private label rights.

These membership sites usually charge a monthly fee and promise to deliver new content to you each month.

I recommend Paul Kleinmeulman's Private Label Rights if you are interested in getting best value for your money. You can check his packages here at:

<http://www.joesy.com/success.htm>

# Selling PLR & MRR

- Should you offer your product for PLR and/or MRR
- What license agreement should you create for your product
- How and where can you sell your PLR and/or MRR product

## **Should you offer your product for MMR and/or PLR**

Why might you consider offering your product for master resell rights or private label rights that you slaved over for days, weeks or even months?

Honestly, I do not offer every product I create for master resale nor private label rights.

I have some products that make me good money, and because I am very passionate about these topics, I am able to constantly update, upgrade and offer more and more quality content to my decent sized mailing list – and these couple of areas – I don't want to be competing against my own product.

However, I do also have a passion for writing... I love it! And I have many more topics that I enjoy but am more than happy to put a package together and not give it a heavy maintenance like I do in my other area.

These are the products I usually give master resell rights and or private label resell rights too. I don't mind giving myself a little competition in that area – in fact its well worth the extra few hundred to possible few thousand I get from each one.

You may also consider offering resell rights to a product that you have “already” exhausted online



and squeezed the best profits you could from it at the time.

## **What license agreement should you create for your product?**

If you have decided you want to offer resell rights to one of your products you will want to consider the license you place on it as it will affect how successful your resell rights offer will be.

Too many restrictions may put people off – so you need to think about how many “resell rights” you want to offer – how much money are you hoping to make from this?

Here are the types of license agreements I have had the best success with:

Offering Private Label Rights to a very exclusive few (usually under 10) without any master resell rights included. I can usually sell these babies for a much higher price (often up to \$97 each).

Or

Master resell rights and/or private label rights (with no to little restrictions) at a low price – usually around \$5 to \$20 will bring in a flood of “quick buyers”.

## How & Where can you sell your MRR or PLR product?

There are many different ways you can offer your product for master resell rights and private label rights.

- You can offer it as a Warrior Special Offer. Check here: - <http://www.warriorforum.com/forum/>
- **You can sell it on ebay. To see examples of what others are doing with this, simple go to ebay and type in: private label rights**
- You can package them all together and create a higher price tag – see an example of this here: <http://www.private-label-resell-rights.com/>
- **You can offer resell rights on your salespage. You can see an example of this here: <http://www.joesy.com/privatelabel/>**
- You can create your own membership site and keep adding content. An example of this is: <http://www.joesy.com/success.htm>

These are not the only options available – I'm sure if you look outside the square you can find many other unique and successful ways to sell your private label rights and master resell rights content

# How to profit from your PLR & MRR collection

- Idea #1 Upload and generate free traffic
- Idea #2 Add to your existing products
- Idea #3 Repackage and create your own monster sale

Firstly, it will ultimately depend upon what type of license agreement you have with each product before you can solely decide how you will offer the product...

However, I will tell you a few ways I have used my collection of MRR's and PLR's.

MOST people let them collect dust on their hard drive – that to me is wasted money!

DON'T be one of those people... **utilize every MRR or PLR you possibly can.**

## **Idea #1 – Upload and generate free traffic**

Set up an account with paydotcom.com (clickbank is good too but this way you don't have to pay a \$50 fee with every product and you can still get affiliates selling for you).

Pay the measly \$29.00 to get unlimited product releases.

Upload each of your sale pages and insert your payment buttons.

Create 10 articles and submit them to article directories.

If you don't want to write your own articles, than pay someone else for you to do it –

<http://www.elance.com> is one place you can find someone to write your articles for you. And it shouldn't cost more then \$5 per article.

This will give a small yet steady flow of traffic.

If you're real keen, set up some blogs at blogger.com, make it keyword related to bring another steady flow of free traffic from search engines like msn.com.

To read more on this way of driving traffic, check out:

<http://www.joesy.com/bloggingtothebank.html>

## **Idea #2 – Add to your existing products**

- Offer complimenting products to your email list.
- Add them to your website as a package deal and increase the price of your product.
- Add them to your signature file in your emails.
- Add them as a “giveaway” to entice people to sign up to your newsletter.
- Make them your “free unadvertised bonus” after somebody buys your product.

## **Idea #3 – Repackage and create your own monster sale**

Collect complimentary books and create a mega sale.

For example: offer 5 e-books on say “dating” for the price of one.

Re-do the website to make it look “original”

### **Final Words:**

**Utilize! Utilize! Utilize!** Don't let your collection of MRR and PLR collect dust – At least if you have them set up and even getting a small flow of traffic --- say even **10** visitors a day --- you can usually expect a conversion in every **100**. (Providing the sales copy is decent and your traffic is targeted).

So it would be realistic to suggest if you had just **10** of these sites up and running with just **10** visitors per day converting at **1%** at the price of **\$39.95** (the basic price for a standard e-book)... Then that's an extra **\$1,198.50** per month! And it's virtually hands free!

Joey

# **Joesy's** **Recommendations**

Get Paul Kleinmeulman's Private  
Label Rights Membership at:

<http://www.joesy.com/success.htm>

Great Way to Generate Free Traffic

**Blogging to the Bank – By Rob Benwell**



<http://www.joesy.com/bloggingtothebank.htm>



