

9

Common Mistakes

Resellers Make When Sourcing For Products With Resell Rights



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This book is a common sense guide to profiting from Resell Rights. In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

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This manual is written in Times New Roman for easy reading. You are encouraged to print this book.

This is a **complementary copy** that comes with 15 Day Resell Rights Success. **This is for your own use only.**

Product Sourcing Mistake #1: Low Quality

It is easy to understand why there are different prices for different brands of a physical product as the price tag can be easily determined by their quality and contents.

Information products are no different, either.

There is a *razor*-edge that defines whether the information product should be PAID or FREE and that is none other than quality. So what *passes* as a **quality** information product?

Quality Product Checklist

- ✓ Information **NOT found in free articles and free reports,**
- ✓ Information that can help one to **save money,**
- ✓ Information that can help one to **save time,**
- ✓ Information that can help one to **save effort,**
- ✓ Information that provides **quality recommendations,**
- ✓ Information that can help one to **solve problems,** and maybe
- ✓ Information that can help one to **make money** (or provide income opportunity).

When sourcing for products with Resell Rights, you will want to use this checklist to see if the product fulfills every criteria of a quality product. Remember that if the product is *low* in quality, regardless of its price, refund

rates can be high and I won't need to tell you about how angry your customers can be.

You can immediately do a checklist when reading the product's sales letter and then conduct another round of checklist after purchasing the product and reviewing it. Compare the latest results with the previous one.

If you have finally decided that the product does NOT fulfill the important requirements of a quality product, you can ask for a refund, which brings us to the next aspect of Resell Rights product sourcing...

Product Sourcing Mistake #2: No Guarantee

Buying online IS risky. You are going to buy a product you have not seen and you might or might not know much about the person or company you are going to purchase from. But what can be assuring, though, is if they have a money-back guarantee policy and have plenty of testimonials and endorsements to back what they have to offer.

Information products usually have a 90-day **money back guarantee**. In case you discovered that the product is not for you or fail to make any sale from your Resell Rights business in the first 90 days, you still have a chance to get your investment refunded.

Fortunately, there are rarely any digital products *without* a satisfaction or money-back guarantee in the marketplace today.

Product Sourcing Mistake #3: No Demand

It is *pointless* (useless, hopeless, you name it) to obtain a quality product with Resell Rights if **nobody** wants it in the first place.

Is there a ready market for the product? How huge is it? And how would you know if there is a demand for the product, or to be more precise, what the product has to offer?

Usually, the Resell Rights product author should have done the market research for you. However, it won't hurt to double-check again in case you have doubts about the demand for the product or solutions on the Internet.

Product Sourcing Mistake #4: Lousy Sales Letter

If the sales letter is not convincing, **it won't sell** no matter how good the product is. I can't cover the principles of copywriting in this report as it is a broad subject by itself. However, the best litmus test is to read the sales letter yourself. **If it doesn't persuade you, it won't persuade your customers, either.**

Product Sourcing Mistake #5: No Marketing Materials

This is a compulsory responsibility of the product author if he wants to convey the Master/Basic Resell Rights to you. The Reseller Materials Pack should consist of:

- ✓ **The sales letter** – persuasive, well-written, has images and testimonials/endorsements.
- ✓ **Thank You page** – where your customers can follow the instructions to download the product and a perfect place for you to put your advertisements or recommendations to yet another product or service you are selling or are an affiliate for.
- ✓ **Follow-up letters** – to be stored into your auto responder to follow up with prospects who do not purchase from you for the first time.

- ✓ (Optional) **Reseller's guide** – teach you how to set up your business in the same manner as the principal's.
- ✓ (Optional) **Sample product** – for you to store into the follow-up series or give to potential Joint Venture partners for review.

If the product author doesn't provide you the necessities or even the Reseller Materials Pack to get started, you may as well source for other products as not having your Reseller Materials Pack often means more *unnecessary* work on your part. The setting up work can be taxing thus defeats the purpose of becoming a reseller. You should be focusing all your efforts on marketing and spend less time setting up – that is what being a reseller is all about!

Product Sourcing Mistake #6: No Back-End Income

You cannot just look at the quality aspect of the information product when sourcing for products with Resell Rights.

I have said something like this earlier so here's why:

In the early years of the Resell Rights mania, products with Resell Rights were created with the sole aim of **benefiting mainly their authors**. While resellers were enjoying income made from up-sells, the authors were quietly profiting from back-end income as a result of their affiliate links embedded within the product. The authors were literally using other people's customers *without* giving any share to their resellers!

Those days are over.

Today, most Resell Rights product authors are more willing to allow their resellers to have the opportunity to earn back-end income by rebranding their own affiliate links into the product in exchange for a customization fee.

With that said, you have to find out if there is any back-end income opportunity available in the product and how well the affiliate links are embedded within. You can contact the product author by phone or mail on finding out what back-end income opportunity you can get from reselling his product.

If there is no back-end income opportunity for you to profit from the same customers (especially if the product is a high-ticket item priced \$50 and above), you had better source for other products with this kind of opportunity. You want to make your effort done once pay you many times more so you don't mind going through the trouble of taking the first step well!

Product Sourcing Mistake #7: Bad Author Reputation

Conduct a quick background check on the product author's credibility by typing his or her name on the 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.

Product Sourcing Mistake #8: Bad Resell Rights Terms and Conditions

Would you want to resell a product that has the Resell Rights terms and conditions stated like the following?

- You may give away, sell or share the content herein.

- You can resell or redistribute this Special Report for any price you like ---and **YOU KEEP 100% of the profits!** Or, you can use this Special Report as a free bonus or premium and give it away.

And the answer is: Duh, of course **NOT!**

The Resell Rights terms and conditions like the above-mentioned are made in such a *less-serious* manner so why should you – or anyone – consider *seriously* about reselling products with such terms and conditions? With so many other resellers, obviously many will choose to give the product away for free rather than to resell it.

The least that the product author can do is be more specific with the aim of the product – to be **resold** or to be **given away**. And yet I see this happening almost everyday. It's crazy. It's insane.

So what do you do on your part? Study the resell right terms and conditions of the product to learn whether it is architected in your favor and that it protects your Resell Rights business.

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?

With a more precise terms and conditions (and no “on-the-fence rules”), you know that the product author is serious about protecting both his product and his resellers’ business.

Product Sourcing Mistake #9: Product Is Out-Dated

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).

Personally, I consider products that are 2 years old and above to be obsolete. According to Moore's Law, *information virtually doubles every 18 months*. Due to the rapidly changing nature of the Internet, *the one with the timeliest information wins*. Now, you know why we're in the Information Age.