

November Newsletter:

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What makes Private Label Resale and Reprint Rights Products Tick?

I've tried to make this month's newsletter as brief and to the point as possible to make it easier to read. Please feel free to circulate this to your friends, give it out as an incentive for subscribing to your newsletters, or even bundle it along with other products that you sell.

Simon Macharia

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Why did I release Source Code Rights?



If you've been surfing or marketing on the internet for a while, you've most likely come across the term **Resale Rights, Resell Rights** or **Private Label Rights**. This is when you sell a product along with all the source files and entire rights

so your customers can do with it as they want - rebrand it and sell it in their name to anyone at any price that they wish or give it away if they want.

You are probably aware that I recently released [source code rights](#) worth tens of thousands of

dollars to 7 businesses that have been making thousands of dollars with very little marketing effort.

Why did I release it?

I personally never initially intended to do this at all until **only 3 weeks ago** - I developed these as my products to sell and make profits from. So what drove me to release the source code of such a valuable investment? I've been marketing online for over 6 years now. My main focus online has been selling services (you've probably come across [Prospect Response](#) among others), in addition to other businesses I do offline.

Just a few months ago, I developed a piece of software ([JV Firesale Automator](#)) to run a give-away I'd wanted to run for several months. I had no initial intention of selling this as a software other than use it for my own needs. I gave it out to a friend of mine who asked me what I was selling it for. I lightly just told him it was not for sale, but I intended to use it myself. To cut a long story short, by the end of our conversation, he'd convinced me to sell it as it was a very hot piece of software.

Just 3 days later, I had a web site for it and released it to the market - it was a **buzzing success** even though it still lacked a few elements you'd expect to see in a commercial software.

Over the weeks that followed, I released several pieces of software that I'd already developed and was already using. Despite the fact that I made lots of profits from them, I realized I was losing (or shifting) my focus to lots of other interests that had taken me years to build. For every piece of

software that I developed, I realized I had to **personally** spend a lot of time to ensure each of them was perfect and that it satisfied every customer who bought it. Only then could I hand them over to my employees for support.

As a result, my time was being spread too thin. For the years I've been marketing on the internet, I've enjoyed a relatively good (if not excellent) income and lifestyle while still having a lot of time for other ventures, business or personal.

It's for this reason that I made the tough decision to sell their source code rights so I could get the load off my shoulders, take a break, or shift my focus on other things.

This is not to say that I'll not sell products/software on the internet! On the contrary I think it's a very easy business that requires very little support. The only reason I gave these up was I developed too many too quickly.

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What does it take to produce products to sell on the internet?

There's never a shortage of new products that you can sell on the internet. What matters most is **will people buy them when you release them?**

So a few things you need to consider:

1: What are people's needs?

I usually do a lot of research before I can get into anything, especially if it involves some substantial time

and capital input. If you market on the internet, keep the following 3 things in mind as you surf along:

- **Observe marketing trends:** The internet evolves too quickly. What was selling just last year may be totally obsolete today. What is hot on the market today may not be there in 2 months. As long as you can identify the **hottest fads/trends** on the market, there's always some product you can release to make it easier for people to serve this trend. And you can easily make **huge profits** if you can serve the hottest trends on the market.

If you can keep up observing and learning, you can easily tell when trends are changing.

Who knows, you could even fuel a **brand new** trend by producing a hot new product or service that blows peoples' attention/interests in a different direction!

- **People's needs start with your needs:** As you surf the internet, don't forget you also have some needs. As a marketer, **your needs are most likely the same as other marketers' needs**. If you look further, you might be surprised to find there's no one product that addresses all your needs for that particular venture. Suppose you produced a custom-made solution for it? Would there be enough market for it to justify all the effort and cost?

Example:

Ever gone out searching on google looking for some product that you could use for some venture? e.g. autoresponder, some membership script, etc? How many products like those are out there on the market? Is the market flooded with them? Do they address all your needs? What if you could produce your own with all the features others lack, would you have enough buyers to justify the effort and cost?

- **People's needs revolve around reaching more people and making more money:** That's the bottom line. If you can come up with some

product or service that quenches these two undying needs better than everyone else out there, then you are in big business.

2: How do you implement your new idea?

I have not been a prolific writer; and have not released any major informational products on the internet. I'll therefore reserve my comments on producing informational products for now.

If you have developed an idea that you can solve using some piece of software, then you just need to hire a good programmer for a few hundred bucks and they'll make it reality. Good places to look would be

-ScriptLance.com

-RentACoder.com

Others:

-Elance.com - used to be quite good

-GetaCoder.com

-GetaFreelancer.com

A word of caution:- These places are also creeping with programmers with "excellent" feedbacks/portfolios, but in reality the kinds of projects they have done in the past have been nothing less than shallow (script installations, simple fixes, etc). I have worked with 50+ programmers and have had my fair share of frustrations and good relations. Rating is not enough; always check WHAT they did on each project. If you have **any** reason to feel uncomfortable, take another one.

Usually it's too late after you realize they've produced a junky script. Unless you get another programmer to do it again from the ground up, you're unlikely to get a buggy script fixed to your satisfaction, if at all. In any case it takes much more time and money to fix a buggy script than to write a new one.

Whenever you find a good programmer, treat them well and

develop a good rapport; they are as valuable as they are rare. If your program requires excellent expertise, then you know who to approach first if you have a trusted programmer.

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Eleven tips to super-charge your sales in a promotion

A lot has been said and written about this topic, however I can point out some few tips from personal experiences:

1. **Network with other marketers**

It's not always easy to approach marketers to promote your product. If you have tried this, maybe you know this. Lots of good marketers out there are swamped with so many such offers that most likely your email will go unnoticed.

As long as you can reach marketers who think your product(s)/service is worth marketing, then you can reach a lot of prospects and make yourself some good profits.

A good Joint Venture Network is [JV Alert](#). Not only is this an excellent place to request for **Joint Ventures**, but you'll also be among the very first people to get wind of some major launch (and be among the inner circle that makes money before everyone else). **Most big name marketers are members of JV alert**; if you cannot reach directly them in person, you can get access to them here!

2. **Offer something different**

Most sales have the same old things in common; you can almost predict exactly how they are structured. If you can give your customers a reason why your products / services are better than the rest they can get out there, then they are most likely to jump in on it.

If you can **present it differently**, they are even more likely to respond better. Nobody wants to buy "*one of those products*". They need to know that what you provide is not only unique, but that you are the only one who can provide them.

A lot of affiliates / JV partners will also look out for this. They are unlikely to respond if it's the same old thing that everyone else has been releasing week after week.

3. **Offer instant commissions:**

This has been discussed many times before. If your JV Partners / affiliates know they'll be paid instantly, they'll market your products like crazy, and your promotion will spread like wild fire.

4. **Pay your affiliates / JV Partners first:**

When your affiliates / JV Partners know they'll be paid **INSTANTLY** even **BEFORE** you get paid, they promote your offer relentlessly.

5. **Offer a good commission:**

Never offer less than 50% commissions. The more money your JV partners / affiliates make per sale, the more they are likely to promote your products/services.

6. **Offer your affiliates / JV Partners flexibility with commissions**

I've received several enquiries several times from different internet marketers if I could allow them to create a page manually on their web site and make 2 split payments manually (one to themselves, one to us).

When I launched [Source Code Rights](#), I received the same requests, so I created a marketing page ([download](#)

[example here](#)). Basically this should consist of the following:

- A copy of your marketing page
- Instructions of setting up their part of the payment
- Ask them to put the return URL as the second split payment page. When they make a payment from this second page, then they should be directed to your signup page to access their products.

7. **Offer every customer a chance to earn instant commissions!**

This is one thing that drives a lot of customers to buy - the promise to start making money right away. And especially when they know they can make it all back and more the same day, they will buy. Make sure you put this information in your sales letter.

8. **Acknowledge every sale!**

This is something that a lot of marketers forget or overlook, but is **EXTREMELY** important in fueling your promotion momentum. In a promotion, it's most likely that you'd be using PayPal and StormPay to accept payments. Whenever someone makes a payment, you automatically get a message with the sale details, including the PayPal/Stormpay email address.

Use this return email address to

- a) Thank the customer
- b) **Remind them they'll make all their money back by promoting your sale!**

In most cases, a PayPal/StormPay email will always be deliverable, so the customer will always get it. Send this message as soon as the sale comes through. This is when excitement is at it's highest - it has the effect of driving every new customer into a **very** active affiliate who will make you lots of money.

Note!

This is in **addition** to any automated message you might

have about account/affiliate information, etc. It's an additional message personally addressed to the customer for making the order. Best of all, just hitting "Reply" on a PayPal email will even make the email subject unique and very noticeable, e.g. *Re: Item #066 - Notification of Payment Received from Internet Gurus (internetguru@domain.com)*. Such an email has an almost 100% chance of being read and responded to.

Never miss this on any sale!

9. **Bring in a sense of urgency**

As long as there's no urgency, people don't buy. The moment you put in some sense of urgency orders start flowing in. Make sure you either have a limited number of copies or limited number of days to hold your promotion.

10. **Provide pre-written personalized ads**

The vast majority of marketers either do not have the time or are not talented in writing good ads. Providing these for your affiliates/JV Partners is an extra incentive to get them to promote your offer.

11. **Ensure your return email lands on a real mailbox!**

I have seen this many, many times - in a promotion, **do not just rely on your help desk!** A lot of people do not have the patience to open an account with your help desk. **Probably they are having a problem making a payment to you!** They might not want to open a help desk ticket just to pay you! If only at this time, ensure you can receive every piece of email that comes through.

I receive over 10,000 emails in a day. As a result I have resorted to using a help desk. Most likely if you send an email to most of my domains, you'll get an automated message re-directing you to a help desk. During a promotion I always ensure every piece of email comes through even though they might still get the help desk auto-response message. This ensures no sales are ever lost whenever possible.

What's the future of resale rights products?

Lately there never seems to be a shortage of resale rights products on the market. The fact is they sell very well, for the person who has produced them for the person who sells them as an affiliate and for the person who takes advantage of the hot market to start selling right away after they are released.

Is the market getting saturated?

If you could have released 10 products with resale rights on the market just a year and a half ago, chances are you could easily have sold 2000-5000 copies in a week (if not more!) and still not meet people's needs. Today you have to limit the number quite drastically to realize substantial sales. Almost at any time, you find a new promotion selling these products.

Where is the market for resale rights products headed? Your guess is as good as mine... at some point in the future, they are likely to lose meaning or market and simply fizzle out. My prediction is that this future is not too far away.

For now, they remain very hot on the market. **Now is the time to take advantage of them.** Tomorrow might be too late.

So what will be the next big trend on the internet? What will be a hot sell after resale rights? **Will you be the one to start it?**

1. [Private Label Rights Info Products](#)

9 plug n play businesses you can just plug in your name and payment information and start selling right away.

2. [Marketing Main Event](#)

-20+ High Value Products With Master Resell Rights

-10+ Totally New Products To Use & Sell

-15+ High Value Membership Site Passes

-15+ Awesome Private Label Rights Products

-20+ Mystery Contributions From The Top Marketing Pro's
+ More ...

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Acknowledgements and special thanks

I cannot forget to thank everyone who participated in my just concluded [Source Code Rights](#) promotion. Because of the fact that a lot of marketers opted to do a manual split pay, we could not verify the number of sales made by everyone.

Particularly, I'd like to thank the following top affiliates (these are the ones who had verified their sales by the time we published this newsletter):

1. Michael Rasmussen - 59 sales
2. Gregory Mburu - 29
3. Mark Hendricks - 26
4. Cody Moya - 23
5. Larry Dotson - 12
6. Ken Reno - 9

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