

How to Make More Money Than Your Competition Using Reprint Rights Products They Also Sell



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About Aurelius Tjin



Aurelius Tjin is a '*takes action only*' orientated marketer who produces **unstoppable results**.

He has helped new marketers start, grow & profit with their online business since 2003 with his simple, step-by-step strategies and has created over an **astounding 10 successful products** in less than a year.

He will go the extra mile & over deliver in everything he does. This is why he's well respected and well known for getting marketers to *take action*.

One of the most successful projects completed was the [Underground Giveaway](#) which generated over a staggering **\$24,257** and attracted more than **10,257 subscribers in less than 60 days**.

When he's not working, Aurelius enjoys playing his guitar, going to the gym & spending time with his friends and family.

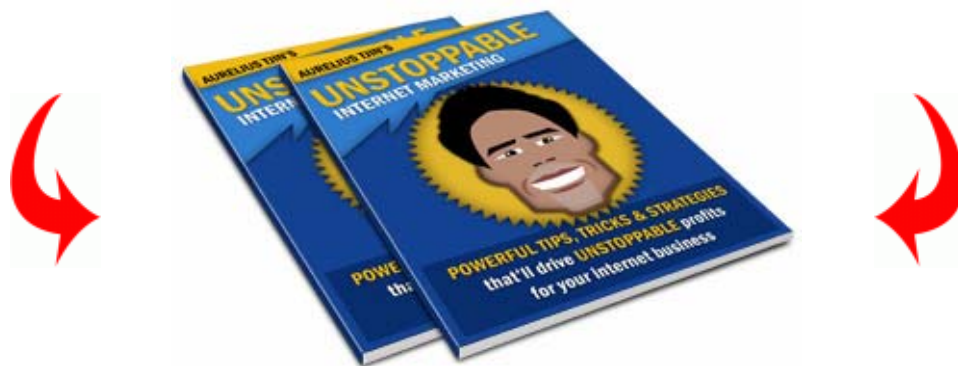
Aurelius writes & publishes his 'Unstoppable Marketing' [video](#) newsletter twice a month where he's purely dedicated to sharing his latest insider tips, tricks & techniques to those who need a sure-fire guidance to success online.

Other products & services from Aurelius:

- [Underground Giveaway](#)
- [Unstoppable Internet Marketing](#)
- [AureliusTjin.com](#)
- [Web Copy Words That Make You Rich](#)
- [The Happy Deal](#)
- [PLR Secrets Exposed](#)
- [Turbo eCovers](#)
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More products at: <http://www.1Plus1Marketing.com>

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Haven't even made your first dollar?

You've been marketing online for some time, bought tons of products & services but can't seem to profit in the end?

Well you need the *Unstoppable Internet Marketing* Newsletter where I share *powerful tips, tricks & strategies* that'll drive **unstoppable profits** for your Internet business.

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How to Make More Money Than Your Competition Using Reprint Rights Products They Also Sell

Before I go ahead, let me ask you: Do you have products that you bought which have resale rights/reprint rights, master resell rights or private label rights? If you do, you should know that this is a real cash generator.

The internet is rife with providers of reprint rights/resell rights, master resell rights and private label rights packages. While this has been beneficial to lots of internet marketers and newbies, it has also resulted in the saturation of the market, proliferation of the same kinds of emails.

For instance, you could have almost 10 different people sending you emails with the same subject lines and content for the same product but with different domain names and probably bonuses. Because of this, many reprint rights, resell rights, and private label rights marketers do not make any money; even when they do, it is minimal. In this article blog post, you will discover how you can create an edge over your competition using the same products he also has access to.

There are several ways you can make more money using the reprint rights you bought.

The first method is being the first to know about the product and the first to send offers to subscribers, lists etc. The basic things you need to do this are a preset template of emails you'll send, top sponsor ads you'll buy, ezine ads you will want to place and a list of the best places to advertise the reprint rights product. In other words, there should be a well laid out plan that you can implement. You would not have to start wracking your brains for ideas on how to market your products.

Marketers who have made lots of money using reprint rights are usually the first to send out offers to their lists, partners, ezines, newsletters, advertise in various ezines and newsletters.

The second method is creating an avenue to collect your visitors' emails. I know this is not a new thing. But you'll find out your greatest surprise that most websites offering reprint rights products and those selling it hardly think of creating a list. The idea they think is it's a one-time shot. So, let me make as much as I can and abandon that product.

I am sure that if I sell just 100 copies at \$35 each, I'd have made more than 1000% ROI.

Wrong! Don't fall into this trap. Once you can get people to sign up on your list as your subscribers, you'll be making more money than your competition. How? The reason is obvious. Not all who visit your webpage will buy the first time. Some will leave the page never to return again. So, if you do not offer a means through which you can get them to see the page again, you'll have lost the sale they would have generated for you.

With a list, you can continue to offer them the product. Sometimes, you may just talk about the product, offer bonuses, incentives, and discounts. You can also write a lesson and include the link to your website in the top, middle, or end of the lesson. The bottom line is they get to visit the website and if they have not bought before, will buy. So, instead of making just 100 sales, you can go ahead to make 1000 sales and like in the example above, make \$35,000 from an investment of just \$97 total.

How You Can Incite Your Visitors To Buy From You Instead of From Any Other Fellow Offering The Same Products As You Do...

So what sets the higher earning reprint rights, resell rights, master rights or private label marketers from any other ones? It's using the power and advantage of higher and better bonuses or incentives. Most

people would readily fork out their money and whip out the credit cards if you offer a higher perceived bonus with your product.

A typical example is this: If you want to buy a new pair of shoes and you were walking through a line of stores all selling shoes, each quality at the same price, you would be undecided as to which to buy from, wouldn't you? Now, imagine that as you are strolling down the street, you find a shop with an added offer that says "for every pair of shoe you pick up today, we'll throw in two cans of shoe polish and one shoe shiner." Which do you think you'd immediately check out their offer and likely purchase from them? Would it be the one with the normal offers or the store with the added bonus of shoe polish and shiner? I could bet you'd opt for the one with offer of shoes polish. You see what I mean?? As humans, it is in our nature to look out for that which looks like it give us more benefit. Or why do you think the girls would flock around a guy with money and guts than an ordinary guy who's just trying to make ends meet?

It just goes on to show that we are all looking for a better offer. Unconscious, though it may be, the desire is still there. Learn this lesson today: the individual who offers a little more than the rest will stand out from the crowd. After all what is

the meaning of extraordinary? It's the five letter word "extra" that makes the word "ordinary" extraordinary. Examples of such extra treatment can be free consultation by email, free phone consultation, free high quality ebook or software, free access to a highly valued membership site etc.

I remember seeing this offer when I purchased a product from Joel Christopher on list building. For just picking up the membership, he offered access to one of his sites that I think costs \$97. As soon as I saw it, I rushed to pick up the products. The thing is I would not have bought the product from him regardless of how convincing his salesletter was. Why? No it's not what you think. Joel Christopher is a very nice person. I don't have any beefs with him. The thing is, I had purchased quite a number of materials on List Building and Growing your Lists Dramatically. So I wasn't going to buy another until I was through with all I had learned. But as soon as I saw that bonus, I had no choice as I had been looking forward to buying it in the nearest future. That little incentive got him a lifetime customer. Learn from this tactic and use it. You can boost your product value with highly valued bonuses and incentives - Jimmy D. Brown calls this Incentive Marketing- and you WILL make more money than your competition.

Giving Away An "Extra Extra"...

Have you ever been surprised before? Say you went to a department store and bought a bottle of wine and as you were leaving, you got a wrist watch as a token of appreciation by the company that you patronized them. How would you feel if that were to happen? If I am right, not only will you continue to shop there, you'll probably tell your friends about the store, right?

Now imagine applying this to your business. No watches please! I don't want you to go bankrupt. Imagine the effect this concept will create in your business. What I mean is besides the bonus you would have offered them, you still go ahead to give them an extra gift as "a token of appreciation". While your competition is busy just selling the product only, you have not only given away awesome bonuses. You have also taken it upon yourself to give away another valuable gift. "Wait a minute! How do I benefit from this?" You ask. The gain is in the product you are giving out. In that product, you'll have made sure your affiliate links and the link to your website is embedded in it. Then, you allow them the benefit of passing the book along to their friends if they find it useful -which they will.

Do you see the benefit now? Great! That's to show you that if you will only think outside the box in a "think within the box world",

you'll greatly stand out. Imagine the effect this will create. You have a customer who will sing your praises for as long as possible and help spread the word about your products while you still make money from the backend sales generated from any sale made when they clicked the link in the book -if it is a book- to buy the recommended product. Do you see the idea now? That's why you'll always make more money. So, you can sell an ebook in January, and still get affiliate checks from the sales of the links you recommended 6 months ago in an ebook you have probably forgotten about.

So you see the benefit comes in every way. You have a perfect win-win situation. Your customer is more than surprised and satisfied by your products. Your customer is happy you even gave him the right to give away the books if he wants. He is happy that you did not deceive him.

On your own part, you make sales in the front end You make sales in the back end You made a lifetime customer Your products spread by word of mouth advertising You get new buyers and more traffic is driven to your website as a result of the word of mouth advertising you got for free.

Not a bad idea eh? You make loads of money, beat your competition and still get to retain your customers. What other way is better than that!

The Key is To Add Value To Your Products...

If you combine all the tactics I've shared with you so far, you should have a money maker in your hands that you can use day in and day out to rake in funds for you.

This key which is an astonishing moneymaker is often ignored by many reprint rights marketers. Please note that the words "resale rights, reprint rights, master resell rights, private label rights" are all interchangeable. This simple key is called adding value to your products.

How?

Have you been to forums like digital forums where you see someone make an offer of about 3,000 ebooks with resale rights to them at a low price of \$10? People simply lose money making this mistake. The idea behind it most times is the cheaper it is the better. Because people like cheap stuff, so they think offering the whole package at a ridiculously low price will garner more sales for them. While this works in the short term, it hardly pulls in too many sales. Imagine that if you have to make \$4,000 a month -which is not much by internet marketing standards- you'll need to sell 400 units in one month and 4,800 units a year when you can easily sell just 83.6 units at \$49 each to make \$4,000 a month.

Less effort, more money don't you think! Not to talk of working smart.

The reason it doesn't is because people feel if the product was valuable, you would not sell for that low amount of money. So, how do you profit from these books? Easy. Create a five page mini-site for each of them. A mini-site for over 3,000 ebooks? Yes. That's your best bet; and price it for between \$19 and \$49 or whatever price the vendor said you could sell it for. This creates a sense of value in the customer.

It doesn't take so long to edit the sales page -all reprint rights packages come with sales letter templates- You could use a software available at Nvu.com or Microsoft FrontPage if you have it installed on your PC or Mac.

Buy a domain and hosting package. Then upload the files to your host server one after the other.

If you cannot afford the cost of so many domains, simply create subdirectories or subdomains. So instead of having something like just www.yourdomain.com, you could have www.yourdomain.com/savingyourmarriage.htm for an ebook on saving your marriage, www.yourdomain.com/makemillions.htm for ebooks on business etc. You get the idea.

That way, you can promote the products singly and on the main page, you could create something like a product listing for all of the products and grade them as in having a bronze package, silver package, gold and platinum packages and sell for \$97, \$197, \$297, \$495 each.

That way you make loads of money from what your competition is giving away at ridiculous prices.

Of course you'll have to add a touch here and there, rewrite the sales letter, add a different set of graphics, but the returns in the long term are worth the while.

Something You May Want To Consider...

I was fortunate enough to make it to the Singapore "[World Internet Mega Summit](#)" seminar during May of this year.

While I was at the event, I met some really cool people - speakers and attendees from around the world. We all had really great fun.

I met three guys from Malaysia, who do Internet marketing. Here's their scenario at the moment - There's a big Internet seminar event happening in San Francisco - September. It's called the "[World Internet Main Event](#)". If you're living in a country like Malaysia, you'd know that it's not cheap traveling across the other side of the world. So here's what the three Malaysians have done...

They're "ethically bribing" you with 100 top-notch products which includes resell rights...just so they can pay for their expenses. Almost all of these products include the ready-made salesletters, graphics, product and more...all you need to do is use the tactics I've shared with you in this article blog post and you should be truly convinced that this package really is a great offer.

They personally invited me to help promote their package. So I'm here giving them a helping hand.

This may or may not interest you, but I can assure you, there's something for everyone. So make sure you take a look at the 100 products in this package:

[Click Here To Grab 100 Solid Products](#)

I hope you've found this information valuable.

Thanks for reading.



Aurelius Tjin



Recommended Resources

[UnstoppableInternetMarketing](#) - Get the newsletter that teaches ANYONE how to start, grow & profit with their online business one step at a time.

[More4you.ws](#) - In the More4you Blogletter Frank shares tips, training and tutorials... everything you need to make your web site and business a success.

[AureliusTjin.com](#) - Aurelius Tjin's blog where he shares his useful tips & tricks for your online business.

[FrankBauer.name](#) - Frank Bauer's blog in which he shares all kinds of tips, suggestions, inspirational and entertaining information.

[CopyAndPaste Graphics](#) - Need graphics for your website for less than \$10? Here it is!

[Add2it Go-To System](#) - This system allows you to earn \$3.77 or more for every \$1 you spend on your online marketing and slash up to 90% of your marketing costs.

Recommended Web Hosting

[HostGator](#) - Aurelius has been with these guys for almost 2 years and they haven't gone wrong. Great prices, lots of webspace, lots of bandwidth, 24/7 support, 99.9% uptime, what more could you ask for.

[Kiosk](#) - Frank has been with Kiosk for over 3 1/2 years and 100% recommends them. Fantastic service, 24 hours support, online training and a company used by many of the top online entrepreneurs that really understands the needs of Internet marketers.

Recommended Payment Processors

[2CheckOut.com](#) - start accepting credit card payments from customers from several parts of the world!

[PayPal](#) - the most used and recognized merchant in the Internet marketplace.

[Clickbank](#) - A great all-in-one solution to setup your products and prices. Also includes a built-in affiliate program so you can get other people to promote your products in Clickbank.