

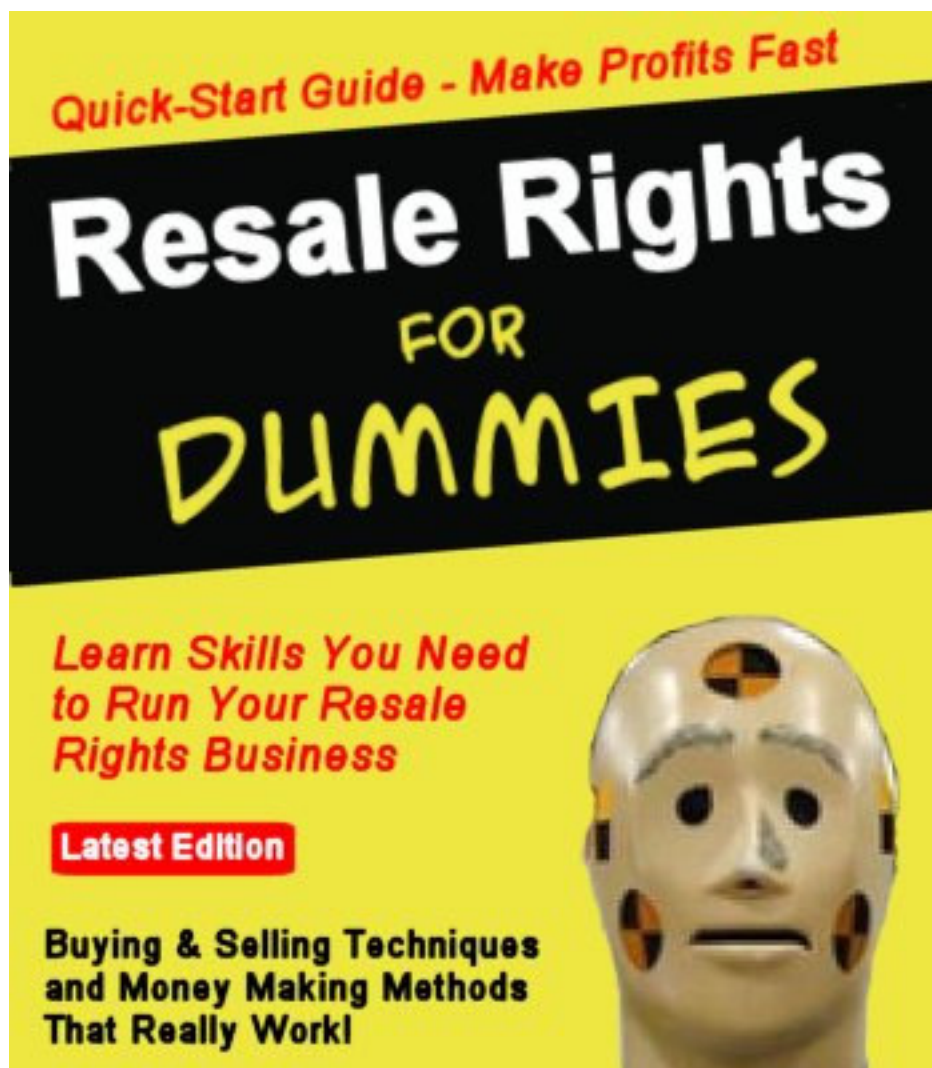
**MAXIMUM RESALE**

**BIGGEST SELECTION OF  
TOP RESALE PRODUCTS**



Resale Rights Products are one of the quickest, easiest ways to get a business set up and ready to take orders on the Internet. With Resale Rights Products, you buy them, upload them to your website and start taking orders.

Here you'll learn some ways that you can use Resale Rights Products to generate on-going profits.





### *Make Your Products Different*

One common reason that many beginners have a hard time selling resale products is that there's a large number of other people out there trying to sell the exact same products. And most of them use the graphics and canned salespage that came with the product. If you're doing this, you're in direct competition with all those other sellers and there may be thousands of them.

Take a little time and make your own graphics and salespage. Of course, you can use the original salespage for inspiration, but try to change it enough that you'll separate yourself from all the other sellers. Study the art of writing ad copy and you'll be way ahead of the game.

Creating a full-blown webpage salesletter may seem like an overwhelming task, especially if you're not familiar with all the HTML code that's used for creating the different fonts, colors, bold & italics, backgrounds, etc. But don't worry, as a member of [www.MaximumResale.com](http://www.MaximumResale.com) - you'll get salespage generator software that makes it point & click easy to create an entirely new salespage for any product. Just type in the text and it's all formatted for you. It doesn't get much easier than that!

As far as graphics, I use PaintShop Pro. It's inexpensive, has lots of features and it's easy to use. You can even download a trial copy at [www.jasc.com](http://www.jasc.com)

If you'd like to create your own ebook covers, as a member of MaximumResale.com, you'll also receive easy to use software that will have you creating your own custom covers in no time.



### *Create Unique Packages*

With all the competition out there, you need to find as many ways as possible to stand out from the crowd.

One way is to offer multiple products as a single package.

Make sure that the products you include have a common theme. For example, if you package a couple of email list building tools together, you shouldn't have too much trouble selling the package.

On the other hand, if you package a copywriting ebook together with a vegetarian cookbook, you probably won't see very many sales. I think you get the idea.

### *For Extra HorsePower, learn HTML*

Why should you bother to learn HTML? As a reseller, there will no doubt be times when you want to edit a salespage. You'll want to change a particular font style or size, insert a different image or even modify the download link. This is really easy, once you know how.

On the following page, I'll show you some examples of how easy HTML can be...



## *Easy HTML*

See the "Easy HTML" at the top of this page? The HTML code that would create such text on a webpage would be –

```
<center><i>Easy HTML</i></center>
```

HTML code is within the <> brackets. In this particular case, the <center> command tells the viewer's browser to center any following items, such as text or images. The </center> command tells the browser to stop centering anything that follows after that point.

In a similar manner, the <i> and </i> commands tell the browser to show the text in *italics*.

Notice that each of these commands has a start version and a stop version. If you fail to use the stop version of a command, the browser will apply that particular effect to all the remaining page elements that follow.

Here are a few other simple HTML commands you'll probably want to learn –

```
<b>Easy HTML</b> (make the text bold)
```

```
<font color="red">Easy HTML</font> (make the text Red)
```

```
<u>Easy HTML</u> (underlines the text)
```

Of course, there are more advanced HTML commands, but this brief example shows you that HTML is not difficult to learn. If you'd like to learn more about HTML, here's an excellent online tutorial -

[http://www.htmlgoodies.com/tutorials/getting\\_started/](http://www.htmlgoodies.com/tutorials/getting_started/)



If you decide to modify any of the code for your salespages, just open them with a plain text editor, such as Windows Notepad. Don't use MS Word, Windows WordPad or other such word processors, since they add extra 'formatting' data to the file that will prohibit you from getting the proper appearance.

Just use Windows Explorer to navigate to the file you want to modify. The file will probably have an extension of .htm or .html – just right click the file and you'll see a list of choices. Select 'Open with' and then pick Notepad to open the file. Remember to save the file after you've made your changes.



### *Uploading Your Files With FTP*

FTP, which stands for File Transfer Protocol, is a method that's used to transfer files between computers. When it's time to transfer your salespages from your local PC to your webserver, you'll use FTP to make it happen.

You'll need software for FTP and you can download a trial version of cuteFTP here -

<http://www.cuteftp.com/downloads/>

cuteFTP is an easy to use program that works much like Windows Explorer. You can navigate around on your PC at the left side of the screen to find and select files you want to upload. On the right side of the screen, you can navigate around on your webserver to where you want to upload the selected files. Once you've done this, just click on the 'upload' button and the files will be transferred.

The whole process is straightforward, but if you'd like a more in-depth lesson about FTP, here's an excellent online tutorial - <http://www.freewebmasterhelp.com/tutorials/ftp/>



## *Installing Web Scripts*

As you become more comfortable with the basics of creating salespages and uploading them to your webserver, you'll probably want to expand your knowledge into the area of web scripts.

Web scripts are special files, usually written in a language called PHP. These scripts can do a variety of functions and have the ability to make your webpage interactive.

Some examples of web scripts are autoresponders, mailing list managers, product catalogs, forums, etc.

Almost all web scripts come with instructions for installation and operation. In essence, all you normally do is upload the web script with your FTP program and then follow the instructions that came with the script.

Some web scripts are much more tedious to install than others. For example, many people use the web script called WordPress for their blog. You can download a free copy of WordPress at <http://wordpress.org/download/> and you'll find installation instructions there also.

However, if you're fortunate enough to have webhosting that provides you with Cpanel control, you'll find a great feature called Fantastico. Fantastico is a special program that will automatically install Wordpress for you at the click of your mouse. Fantastico also will install several other useful programs too, so be sure to take a look at what's available.



## *Creating Download Links*

You'll need to create download links so that customers can download the product you just sold to them. A download link is just a pointer that sends the customer's web browser to the url of a file. Once the web browser goes to the link, it will know what to do and the download will start.

Let's say, for example, that your website has an address of <http://www.yoursite.com> You'll want to create a directory on your webserver where you'll store the files for download. You can use your FTP program to create the directory. Try to name it something that people won't be able to guess, otherwise, you'll have online thieves getting your products for free.

Once you've created a new directory, let's say you called it 'h27dsb' and that you upload a product file called 'product.zip' to that directory. The download link for this file is <http://www.yoursite.com/h27dsb/product.zip>

Upon successful completion of payment, this is the link your customer can use to download his purchase.

If you use a payment processor such as Paypal.com for accepting payment, you can specify to Paypal to automatically redirect the customer to this download link after he successfully makes the payment. In this way, everything happens without any further effort on your part – you really could be sleeping and making money at the same time!



## *Creating a Mailing List*

Before you go hog wild with trying to promote your new resale rights business, you need to give strong consideration to building a mailing list.

A mailing list is simply a list of people who have expressed an interest in your products. They have given you their name, email address and their permission for you to send them promotional email messages from time to time.

A large mailing list of responsive subscribers can be a ready source of cash any time you want to promote one of your products. Generally speaking, experienced online marketers agree that each member of your list will make you about \$1.00 per month, on average. That means that if you want to make \$10,000 a month, you'll need to build a list of about 10,000 subscribers.

One good way to build your list is to use a squeeze page. If you've been online for any length of time, you've no doubt seen squeeze pages. A squeeze page gives you a little info, just enough to get you interested. In order to get more info, you'll need to supply your name and email address. Also, in many cases, you'll get a free download of a report, ebook or software for signing up for the list. This is an effective way to build your list of subscribers.

As a member of MaximumResale.com, you'll get software that will produce squeeze pages for you, so you won't have to build them from scratch.



The backbone of the squeeze page is the autoresponder. An autoresponder is software that collects email addresses and names in order to build your list. The autoresponder then sends out sequential email messages to your list to convince them to sign up for your service, buy your product or whatever it is that you want them to do, and after you once set up the autoresponder, it does all of this automatically, without any intervention on your part.

There are autorespomder services available on the internet and they usually cost anywhere from \$20 a month and up. As a member of MaximumResale.com, you'll get your own sequential autoresponder that installs directly on your webserver, so there's never a monthly charge. That will save you at least \$20 every month!

Please don't make the mistake of thinking that you don't need a mailing list. If you don't have a good mailing list, you'll have to advertise every time you have a product to sell, instead of promoting that product directly to your list. And depending upon how you advertise, it can get quite expensive and time consuming – so do yourself a big favor and start building your mailing list sooner, rather than later.



### *Promoting Your Website*

Once you've got your website up and running, make sure to give it a thorough checkout. Make sure all the navigational links work, test the payment method you have to make sure that it works and make sure that the customer will be able to download his purchase immediately upon payment. Also make sure that you have your autoresponder set up and ready to go so you can start building your list.

Once you've verified that everything works properly, it's time to start generating traffic to your website.

Unfortunately, a lot of people think that once they build their website, they're finished. All they have to do is sit back and wait for the money to roll in. They'll wait all right – they're likely to wait forever and probably never make any money.

You could have the greatest website ever, stocked with all the latest hot products offered at the absolute best prices around, but if no one knows that you exist, you can't expect to do any business. You have to draw potential customers to your website.



There are numerous ways you can get visitors to your website –

- 1) Create a signature file that you'll append to every email message you send. A signature file is like a very short ad that has a link to your website. It's only 3 or 4 lines long, so every word has to count.
- 2) Most online forums will allow you to use your signature file when you enter a post, so post to forums frequently. When you do post, be sure to offer good advice or answer questions in your area of expertise. A great many people will see the link to your website and many of them will visit.
- 3) You can also advertise on Pay-Per-Click (PPC) search engines. When you search for something at Google, the small ads that appear at the far right side of the screen are PPC ads. Google refers to these as AdWords, and the advertiser is charged a certain amount each time someone clicks on his ad to visit his website. You can get all the facts about AdWords at <https://adwords.google.com/>
- 4) You can advertise in newsletters and ezines. Just search for ezine directory at Google and you'll find lots of high quality ezines that will let you place your advertisement in their publication. Most of these ezines go to a targeted market, so make sure you choose to advertise only in ezines that are in your market.



### *Where to Get Resale Rights Products*

When it comes to building your supply of resale products, you have several choices.

One choice is to purchase rights to individual products. You can sign up for newsletters with most of the big internet marketers and you'll start receiving offers of products that come with resale rights. You'll get good products, but you'll see quickly that the investment required to get a nice variety of products can be quite large.

Another choice is to join a resale rights membership site. This way, you pay a small monthly fee and get several new resale rights products every month. MaximumResale.com is one such site and you'll get the resale rights to many top quality products each month. In fact, if you purchased those same products individually, they would easily cost more than ten times your monthly membership fee.

Be cautious about buying extremely large bundles of resale right products for unbelievably low prices. In almost all cases, deals like these are comprised of old, out of date, low quality products that no one wants to buy. Ebay sellers are notorious for selling these types of packages. Don't waste your time or money.



### *Conclusion*

Resell rights products are great for quickly getting a business up and running and are also a lot cheaper and way less time consuming than creating your own products.

By joining a resale rights membership site, like MaximumResale.com you can get a large supply of high quality products that people actually want to buy.

You'll be able to instantly start to resell and profit from resale right products. With a never-ending supply of quality, in-demand products, you'll watch your business grow month after month.