



# Resale Rights

# **5 TIPS FOR MORE**

# **PROFITS**

by Simon Hodgkinson

Get the latest marketing news, views and more, plus mega discounts on brand new money making products with master resell rights - [Resale Rights Review](#)

**NOT FOR RESALE:** This is a Free Book

You May Distribute it as you wish – Use It As A Bonus, Give It Away To Your Subscribers or Add It To Your Membership Site



Simon Hodgkinson's **Resale Rights**  
**5 TIPS FOR MORE PROFITS**

## **Profit Tip #1**

### **Build Your Email / Subscriber Lists.**

I'm sure if you've been marketing online for more than three days that you've heard the phrase "**the moneys in the list**" and you'd better believe that it's true.... **Well Almost -**

If you only take one thing away from this report then let it be this –

**The money isn't really in your 'list' – the money is in your appreciation of what your 'list' actually is.**

If you want to see **dramatic increases in profits** then you need to start considering things a little differently from most marketers.

Your list isn't a thing - it's people, individuals with their own hopes, dreams, wants, needs and fears **just like you** and you have to respect that.

Treat people like you'd be like to be treated yourself.

**"It is one of the most beautiful compensations of this life that no man can sincerely try to help another without helping himself." — Ralph Waldo Emerson**

If you concentrate on developing a good relationship with your list you'll soon start to see amazing results.

Become a '**relationship marketer**' and remember almost everyone of your subscribers has the potential to become a lifelong customer, your number one affiliate or a major JV partner.

*Continued...*

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### **How Important Is A Subscriber List?**

Right now if you choose to ignore 90% of the other 'money making opportunities' online and concentrate your time and effort into building your list and developing a good relationship with your subscribers then it's only a matter of time before you will become successful.

Do you know how much of my income comes from search engine optimisation, Google AdSense or PPC or any of the hundreds of other ways to make money online? ....

**About 20%**

The remaining 80% is derived from the good relationships I have with my subscribers and members – and the subscribers and members of other marketers that I work with.

A list should be your number one priority..

**Jay Abraham once said that, if his office building was on fire, the only thing he'd take with him would be his list. Why? Because with it he could re-build his entire company if that's all he had left.**

The Internet gives you an amazing ability to contact people and to get them interested in you, your ideas and your products – So spend more of your time building your relationships. Now this report isn't about list building.

If you want to really get the low down on this subject then I've set up a VERY sweet offer for you to grab hold of a special report that details **37 easy ways** that anyone can use to start building a large database of new subscribers

[You can download a copy here](#) (N.B. I'll also include the Master Resell Rights for FREE! so you can sell this yourself..)

**What I will say is that as a reseller you should ensure that EVERY product you sell and every site you promote includes a way for people to subscribe to your opt-in list.**

Here's why you should do this..

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**On average a reasonable sales page will convert visitors somewhere between 2.5% and 7.5%**

If you put an opt-in form somewhere on that page (they work well about halfway down the sales copy, or alternatively use a [squeeze page](#) ) – and offer a nice 'bonus' to encourage sign ups and **your opt-in rate could easily be as high as 25%**

By following up with your prospect each day for the following week chances are you could go on to convert about 30% - 50% of those prospects into customers.

An extra 10 - 12 orders.

**And you've just upped your conversion rate by 250% +**

You should also reference my book '[Resell and Grow Rich](#)' for a fuller explanation of how to specifically use the leverage of resell rights to drive thousands of people to your sites.



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## **Profit Tip #2**

### **Compete With Yourself!**

How many times have you purchased a resell rights product, modified the sales page to include your order link and uploaded it to your server. If you've been selling resell rights products for any amount of time I'm guessing it's lots of times.

It's exactly what thousands of other resellers do every day.

Now let me ask you - **Why did you only upload just one copy?**

If 500 people buy the rights to a product and everyone uploads just one copy your site has roughly a one in 500 chance of being seen by a potential customer.

Okay that's a very basic assumption and there are other factors at play but it works to illustrate this tip...

**Think differently.** Why not upload more than the one site... purchase a few domains or create 3 or 4 folders on your existing domain or maybe set up some subdomains and upload the sites five or six times - more if you want. Make the sites a little different, tweak the sales pages - change or add in new keywords, modify the title and description tags of the pages. Once you have the first page done the duplication process could take less than an hour.

**But you've just significantly increased your odds of making a sale.**

Using the same 500 sellers example... instead of a 1 in 500 chance of your pages being found you now have a 3.. 5 ... or 25 in 500 chance. I have hundreds of duplicate product pages scattered around the Internet and once they are out there they continue to bring in income months and years after I stopped promoting them (or even thinking about them.)

Unless you work really hard on search engine optimisation when you first set up pages then this technique isn't going to make you fabulously rich **but it can easily add hundreds of dollars in extra profits each month – without doing any additional work.**

**Remember** - compete with yourself more in this way because **you** are the best competition to have!

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### **Profit Tip #3**

#### **Start creating your own products!**

No I don't mean write a book, or design some software from scratch – What I'm talking about is far, far easier ☺

Purchase a number of products with a similar theme – (lets use email marketing for example.)

You could own the rights to an ebook on how to write profit pulling emails, a short report on how to ensure people see your messages, a handy autoresponder script and some email formatting software...

Rather than sell them separately – **create a new product!**

Repackage them properly ... call it something like

#### **"Your Name's Email Marketing Maximiser Kit"**

Then take the best elements from each sales page and create 'new' sales copy from it then add in your own box graphic.

Some marketers generate tens of thousands of dollars using this technique – I have ☺

You get to brand yourself (which is important) and you create something 'new' and better – with fresh appeal so you'll sell more.

Let's call it **'Gestalt Marketing'**

**Gestalt.. n** : a configuration or pattern of elements so unified as a whole that it cannot be described merely as a sum of its parts (Source: *WordNet* ® 2.0, © 2003 Princeton University)

**Then by going this extra mile you'll make even more profits –**

Once your new product is created write up a short report explaining how to use the products properly. What things to do first and explain the benefits of doing it. **Make the sum of the products become greater than they are on their own.**

And include some additional promotion for other products to compliment the kit. You should also use the report to drive people back to your sites – **as the package is sold and passed from reseller to reseller your exposure and your site's exposure will be multiplied and you stand to make more money on the backend.**





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## **Profit Tip #4**

### **Backend Sell For More Profits.**

Sometimes when I run a promotion for a software program or ebook I do so specifically because I already have a perfect product to compliment it or a series of products that lead into each other. I already know I can create more profits with less overall work. (And who doesn't want to do that ☺ )

#### **Here's an example of what I mean:**

When someone purchases a product they'll be sent to a download page ... On this page – the "thank-you" page I'll promote a second product with a great discount that directly relates or compliments the product they just bought.

I'm sure if you've ever purchased anything from Amazon you see it too – with a statement along the lines of 'Other customers who purchased this product also bought...' – they do it because it works! I've seen **35%+** of customers who ordered product 'a' going on to purchase product 'b' over and over again.

If your backend product fits in nicely with your original offer or the two products can be used together well (i.e. they're a good fit) then this strategy really works. And everyone wins. You make more profits – your customer gets more products and at a great price. And don't forget if you regularly give your customers a good deal they'll come back and keep coming back.

Okay but what if you don't have a second product? You've still zero excuse for not doing this - just include an affiliate link for a good complimentary product on your download pages. With thousands of products available with resell rights it's pretty unlikely that you couldn't find something.

**But if you're just starting out and don't have to many products in your catalogue then at the end of this report I'll show you how to get an archive of more than \$10,000 worth of resellable software for less than a hundred dollars!**

### **And Don't Forget To Follow Up!**

Once people start buying specific products from you it's easy to offer them more related products or services as you come across them...



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If you find or create a new product or service that you know will benefit previous customers – **tell them about it.**

Let's go back to our imaginary product we built in **tip #3** – the

**“Your Name’s Email Marketing Maximiser Kit”**

When you have a customer who has purchased this product from you consider the other types of products that they will be interested in. *For example..*

**List building products** – if your customer is interested in email marketing you can be pretty certain they'll want to know about more ways to build their lists. Equally products that will help them drive traffic to their sign up pages i.e. **traffic generation products** would be of interest to.

Just a simple email notification like the one below will work wonders on your bottom line:

“Hi Customer Name,

Two weeks ago you purchased my ‘Email Marketing Maximiser kit’ and I’m sure you are now well on your way to getting more of your emails through to your customers and starting to see your response rates increase.

I’m sending you this message today because I’ve just secured a brand new software program that will work in conjunction with your existing programs to drive more traffic to your sign up pages. In fact I’ve been testing this out myself for the last few days and the results I’m seeing already are great – I know you’ll love it this as much as me.

As a valued customer I’d like to share this with you this before anyone else sees it. To find out exactly how you can increase the amount of targeted traffic on your site just click on the link below.

==> [Yourweblinkhere.com](#)

Best Wishes  
Your Name”

**Then put this on autopilot!**

If you automate the delivery of your products just add the above message into your customer/delivery autoresponder – make a few tweaks and set it to deliver 7 or 14 days after the original purchase of product then add a third product a fourth and so on.

Eventually you have a fully automated line of products to offer your customers.





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### **Profit Tip #5**

#### **Master The Art Of Copywriting.**

I've saved this one till last but in reality you should give this as much attention as you would to building your subscriber list. Learning how to write good copy, or recognize it when you see it, is something **you must do if your going to be successful in online marketing**. *(Or any kind of direct response marketing)*

Even if you have the means to invest in the services of a professional copywriter you still need to understand the basics – Otherwise how will you know what you're paying for is any good. You won't until it's too late.

One of the biggest problems with Resell Rights products is that many of the 'ready made' web sites are filled with flat copy. Dull lifeless pages with crappy graphics and no grab for your readers. Even if the product is first class and you work hard to send tens of thousands of people to see the site **it won't sell well if your sales copy is rubbish.**

#### **So right now do yourself the biggest favour and learn how to write good sales copy.**

[Check out this page](#) – for some good low cost options to get started with.

**Importantly with Resell Rights you need to know if the focus of your sales page is targeted **at the right people**...**

Are you selling your products to other resellers or to people who will use the product? If it's the former then your sales page needs to **focus on their needs** – Will the product make them money, will it be easy for them to set up, will their customers like the product – Can they sell it?

Alternatively - If you intend buying a product to sell to the 'end user' take the focus away from the resell rights – **In fact remove any mention of resell rights and sell the product to them**. *(Potential customers may just go in search of someone else selling the product cheaper than you if they see you are just a reseller.)*



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People that are 'buying to read' want to know different things...

Does the product solve 'their' problem, will it make their life easier, why should they buy it from you and why should they buy it now.

When you understand this difference you immediately realise that every resell rights product you own is actually TWO products to sell.

One to other 'Resellers' and then to 'End Users'

They both want a solution – **Just not to the same problem..**

90% of people who become product 'resellers' are promoting and concentrating their efforts on the **WRONG** audience.

**By becoming proficient in the art of copywriting you can quickly learn how to make those 'ready made' pages far more profitable.**

Any of these five tips can help you to significantly increase your profits this year but I'd like to offer you one more piece of advice – KEEP LEARNING.

The more knowledge you have about your business the better. So take the time to watch what other successful marketers are doing and gather as many additional strategies as you can.

If you want to be really successful selling resell rights products there are a number of excellent books to choose from that are packed with expert advice.

**However right now you don't have to choose because I've put them all on one page for you. And I've also created a one time special offer that will give you everyone of these books for just one low price.**

**AND I'VE ADDED APPROXIMATELY \$10,000 WORTH OF PRODUCTS WITH MASTER RESELL RIGHTS THAT YOU CAN START SELLING RIGHT AWAY**

**This is a great opportunity to take your business to a completely different level in one GIANT leap – [CLICK HERE TO SEE THE PAGE NOW.](#)**