



## **Private Label Rights Profits Blueprint**

Resale Rights have become very popular on the internet, so what are they exactly and how can you profit from them?

With the different kinds of resale rights licenses it can be a bit confusing. Let me explain what types of licenses that come with Information Products, focusing on resale rights in particular.

When you purchase a downloadable product online such as a ebook, videos, audios, software, or graphics you are entitled to certain rights. Most of the time if it is a movie, or music you get basic user rights. With user rights you are only allowed to use the product for your own personal use.

You are not allowed to copy, share, or use for commercial purposes without the expressed written permission of the publisher. These products are protected by copyright and you can be charged and/or fined if you break these legal agreements.

Copyright infringement is taken very seriously but it does have some grey areas. Are you allowed to put your old vhs movies onto dvd's for instance? The answer to this question is unclear. Technically you are not allowed to copy it, but you did purchase the rights to use the product for

personal use. If you make a copy and never sell it, or share it with anyone else then the chances are you will be in the clear. How about if you own a restaurant, or a nightclub and play music for your guests. Are you breaking the law in this case? Another grey area. Because it is commercial enterprise you are not legally entitled to do this, but we know that it happens all the time.

Record production companies have attempted to charge businesses that use their music for public use, but because it is difficult to police they have had limited success. By the way their is music produced specifically for commercial use like resturants. You might have heard in in the elevator during the long trip to the top, hence the name elevator music or simpy muzak.

So where can you music, video, and print material for commercial use? One of the most common way is material that is available in the Public Domain. You see copyright protection does not last forever. Once a copyright expires it can be used by anyone. Copyright law is complicated, so do your research and make sure you are legally allowed to do so.

If you are looking for a product that you can copy and sell as many times as you want without paying any royalties to the author or publisher then you a resale rights license.

Here are different types of resale rights licenses:

Resale Rights - You are legally entitled to sell the product with a user licence and keep all of the profits for yourself.

Master Resale Rights - You are allowed to sell the product, and sell the resale rights, so that those who purchase the product from you are also buying a business opportunity. Most products with MRR also come with graphics, and a sales page to help you profit from them.

Private Label Rights - Gives you total control of the product. You can do anything you want with it. You can rewrite it, repackage it, and even put your name on it as the creator or author. Whenever you get the chance always get the product PLR, as it allows you the most flexibility and therefore profit potential.

The problem with digital products that come with Master Resale Rights is that many people own them and are selling them. The market for these products quickly become saturated and their value diminishes to the point where they end up being sold on ebay for a nickel. Smart internet marketers have taken steps to ensure that this doesn't happen. The MRR license may state that you cannot give it away for free, sell it on ebay, or through dimesales. You may be required to sell it for no less than the suggested price. Since every license varies always read what and follow it to the letter. By playing by the rules MRR products can be a profitable way to make money online for everyone.

Take advantage of the freedom you have with Private Label Rights Products. Don't be like everyone else and sell them the same way you received them. Nobody wants a product that has been sold so many times it is worthless. The idea is to modify them so even the original author would not even recognize it. This way you will have a truly unique product so it stands out in the crowd.

For starters use the material in your PLR product as a guide. Then re-write it; Add some personality, and character to it. Tell a story that is related to the topic. Include fresh cover graphics and then you can call it your own.

Bundle your products with similar ones that help to enhance their value. If you are selling a ebook on generating traffic for websites, try adding some software that will help them create backlinks. Top it off with a video of your own creating showing them how to use the software, and the results of using these

traffic methods.

Now that you know how to maximize the value of your resale rights products let me show you where smart internet marketers go when they want to buy ebooks, videos, audio files, software, scripts, graphics, and sales pages with Master Resale Rights, and Private Label Rights at wholeslae prices.

Depending on you budget I recommend the following PLR Membership Websites for all your product needs:

### [The Private Label Rights Information Ninja](#)

Hundreds of quality products at a price that can't be beat. As of June 2008 a upgraded membership to the Private Label Rights Information Ninja sells for \$20 per month.

As a upgraded member you have the opportunity to sell memberships through your affiliate link and receive 90% commission every single month your refferals remain paid members

The best part is that once you join you are locked in at the preffered monthly rate that you paid when you joined, even when the cost of being a member increases.

### [The Unselfish Marketer](#)

For the current price of \$47 per month the Unselfish Marketer offer fantastic value. Lots of extras, such as website hosting, is included in yor monthly fee. Affiliates earn 50% commission on monthly memberships. Sign up two people, and your membership is paid for from the money you earn.

This is a FREE ebook