

Reseller Brainstorm

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This Report Is Not To Be Sold Separately

Part of The **Reseller Brainstorm** Audio Video Training Course

Additional Products from Simon Hodgkinson



The Revolution Is Here!

SiteViralizer (Software):

A brand new viral membership creation script has **3 built in profit generators**:

- ▶ Tell A Friend
- ▶ Referrals For Content
- ▶ Automated Affiliate Program

Hot Features! Also includes a built in mailing system, profit forecaster, multiple membership levels creation and it's template driven for easy set up - Use it for onetime payments or charge members regular subscriptions –

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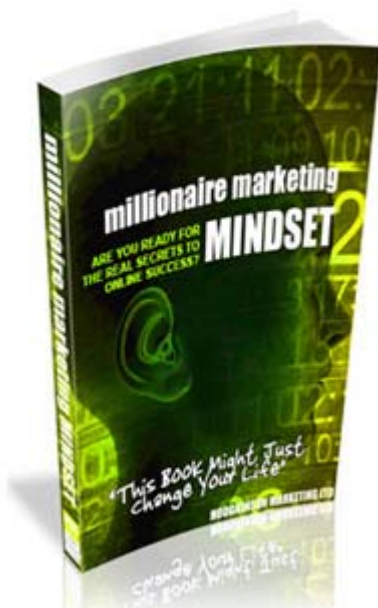


Mining Hot Niches (Video):

A series of highly informative video tutorials that will take you by the hand and guide you through the wonderful world of **hot niche market research** -

These videos are **packed full of ideas, tips and tricks** you can use right away to ensure you'll never suffer from product idea shortage again

[CLICK HERE](#)



Millionaire Marketing Mindset

This new book was written to provide you with a solid, proven method for generating a fortune online (long term profits) And to explain the necessary skills and insights you must have to succeed...

"This Book Might Just Change Your Life"

If you need to know what really works online (for any kind of business) and you're looking for real answers not just hype or 'theory' then this is for you

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The goal of this report is to help you sell more and make more profits with resell, master resell and private label products

Reseller Brainstorm...

Have you ever encountered this scenario –

You buy the private label rights to some brand new collection of products. Your intention is to go through the material, check it's quality then if it's good enough set up a web site and either promote to your list or drive traffic to your site via PPC or some other method.

You paid \$197 for the rights and you're selling on for \$67 / \$97

It's what the web site you bought from suggested you do - All you had to do was make 3 or 4 sales and your investment is covered - 30 or 40 sales and your rich. Easy!

Then this happens . . . About 3 minutes before you've finished FTP'ng the last file to your server, you're inbox is filled with some jackass and his cronies selling the exact same product as you for just \$5 - This moron has effectively killed your sales potential, your good intentions and all the time you spent checking and sorting the product stone cold dead...

With one lameass email.

Now when you send a promotion to your list they're either going to think you're robbing them –

'Hey you're charging \$97 for this... I can get the exact same thing from 'idiot' marketer for \$5 what gives?'

It's a kick in the teeth, it's annoying and it puts you off buying 'rights' products and leaves you cursing your bad luck.

Well it shouldn't and in this report you're going to find out why it shouldn't - In fact you'll never worry a bit what the 'moron' marketers are doing you'll be so far ahead of them it becomes fun to watch as they scrabble around in the dirt for their pennies.

Now what you're about to read here is pretty confidential stuff.

I have never gone on record and told people exactly what I do before.

In fact when you read on the sales letter about how these tactics have made around \$200K over the last couple of years I was lying - Think **double** that and you're nearer the mark.

Am I a marketing genius - no... Do I have a staff of hundreds - no...

Can anyone do what I'm about to tell you... **YES**

But seriously you need to read this report, watch through the video and listen to the audio ... It's short enough to go through in one sitting, and there is nothing complicated in what I'm about to teach you –

You choose: Go through this material and take action or let it sit on your hard drive like the rest of the courses you have and haven't studied yet then worry why you're not making money with the PLR's you buy.

You wanna make a lot of money right?

Good then let's get on with it...

Sometimes it's easier to show you things rather than try to explain them on the page so I want you to go right now to <http://affiliateenhancer.com> and sign up for a FREE membership to that site

To register you will need the special pass code: **AFFILIATEPASS**

Okay are you in?

The first page you see after creating your account is an **upsell page**

Read it.

You'll see a promotion for partner level membership at \$147

If you upgrade not only do you get a 'goodie bag' of additional bonuses but you also get the right to gift memberships to your own subscribers.

If you upgrade and someone you then refer to the site decides to upgrade not only will they get the 'goodie bag' of bonuses too but you will earn a commission (*it's set to 50% so every time you make a sale you earn \$73.50*)

That upsell needs some tweaking still but it's converting around 2% which is reasonable

That means for anyone deciding to upgrade they simple need to send around 100 people to the site and they'll make their investment back and get all the extras for free. If they send a thousand people to the site they'll on average generate 20 upgrades and make \$1,470 (ten times their investment)

Now not everyone upgrades (in fact out of every 100 people who join 98 people won't upgrade) *but we haven't finished yet -*

They will scroll past all the goodies and the opportunity on offer and click on the link that says **'No Thanks I Just Want The Training'**

Do it – click on that link and see what happens

You'll see that I now offer a **downsell for \$67** where the new member can access all the extra bonuses but not get the reseller access & commissions for \$80 less.

98 people out of the original 100 see that second offer and it converts at around 6%

If you paid the \$147 and referred someone who didn't go with the first offer but went with the second you'd still earn \$33.50

On average for every 100 people referred to the site a reseller will earn

$$2 \times 73.50 + 5 \times 33.50 = \$314.50$$

in turn (and on average) **every** person a partner gets to sign up to this site is worth \$3.14 to them

For basically giving away free memberships

I'm sure you'll agree that it's a nice system and a profit maker for everyone involved.

Me included ...

Okay now you've read the downsell page click on the link at the bottom again – the '**No thanks I just want the training**' and you'll arrive in the members area

Do that now.

Once you're inside the member area click on the link that says

'Training Zone'

You'll see another offer here to upgrade the account at regular price

You'll also see inside the yellow box a link that says:

You are a TRAINING ONLY Member.

Click here to access your TRAINING ONLY Pages –

Do that – click that link

You will then get the training course introduction and at the end of that page a menu that looks like this:

MENU: Click The Links Here To Go Through The Course 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12

Please go through the pages 1 through to 11

It's a good introduction to affiliate marketing, there's some solid advice and I know from people who have studied it, it has helped them improve their own affiliate marketing and make money.

Simply it works ... people like the course

DO YOU WANT TO KNOW WHERE THAT COURSE CAME FROM?

It was one of Edmund Loh's PLR books offered called

"Affiliate Partner Success Secrets"

from his PLR Gold Pack #3

Now before we go any further the course is not just that book – I rewrote some big chunks of it based on my own experience as an affiliate (I do pretty good as an affiliate marketer and I've been doing it for 5+ years)

There is also additional PLR content inside the course taken from some articles I bought the rights too.

And there are also streaming videos and some scripts that I bought and incorporated to make it a complete training package / resource site

But in essence it originated from that PLR book

One book from an entire collection

Back to the affiliateenhancer.com site - Go through the course, and throughout it you'll see links to service like **HostGator** and **aweber** and **InfoGoRound** and **GoTryThis** and a whole load more ... Now click on link page '12' the resources page – again it's **packed** with offsite links

Most of which are affiliate links

Links that earn commissions

And we are still only half way done . . .

In the process of recruiting new members to this site, in the process of having other partners and members recruiting for this site we are also doing something else.

Do you know what that is ?

A list – A freakin huge list of marketers interested in all things related to affiliate marketing. A list of members and people who are already affiliate marketers . . .

Now as the member database has grown so has the profit generated from mailings to these people – And as long as I continue to send them targeted promotions, things that will help them become better affiliates and make more money as affiliates then the site will continue to grow and thrive.

Remember the key everytime you create these sites is to deliver value and design them to help people – Concentrate on making someone else income and you will make money in the process (*lots of it*)

Creating an Asset:

Ultimately I have also built an automated system and valuable asset that can be sold – In fact I have already received offers from two other marketers who wanted to buy the entire site and member database for reasonable 5 figure sums –

I turned them both down because owning it will make me a lot more money long term and it's an easy site to manage.

Now I hope you can see here where I am going with this.

Remember this came about from one book – One PLR book that I know other marketers are struggling trying to sell for \$37

Okay it took work setting up the site and it took time to rework the content, source the other materials, set up the links etc. etc.

but the ROI has been **MASSIVE**

And the long term potential of that product extended beyond that of any 'book'

Now before I share with you some of the income generated from this site let's see what could have happened if I'd gone down the 'traditional route'

I would have taken the stock sales letter, not bothered to change the name of the product and stuck a PayPal button on my site for \$37 (maybe an upsell for the rights for \$67)

Now let's assume I managed to sell 100 copies since this came out and I got these rights.

$100 \times 37 + 20 \times 67$ for the upsell rights = \$5,040

And I'm sure that most resellers would be delighted with those kind of figures

But let's look at what I've done with the same book (*and these are just rough figures*)

55 direct sales of the partner membership to my own list and subscribers

55 x 147.00

135 indirect referred sales from partners

135 x 73.50

60 x downsell sales via referral (I was slow to implement this and it has only been running a couple of months)

60 x 33.50

That's $8,085 + 9,922 + 2,010 =$ **\$20,017**

With promotions sent only to this list it gets a little trickier to add everything up but it's **a minimum of \$10,000**

Then let's say with continuing growth of the site further promotions will make 10 – 20K per year

With over 6,000 current members that equates to around \$3.33 per member in value (again a reasonable assumption)

Add that up and in just one year this site will have generated **\$40,000.00**

Forty thousand dollars for around two weeks work (setting up), 30 minutes a week maintenance, and some promotions here and there.

PLUS I am now also able to offer memberships to this site as bonuses to use on other promotions and in JV's with other marketers.

BTW I have been a lazy git when it comes to promotion of this site. Apart from a few emails and a little integrated marketing here and there I have not really pushed this site at all. (I'd estimate that it's running at 25% of its true potential)

The approximate cost of Edmund's book was \$20

The graphics to create the site cost me \$50

The script to run the site cost \$1,000 (It's powered by Butterfly Marketing from Mike Filsaime)

And my time to set it up

If you already own the script, create your own graphics and even spend some money on a promotion (press release, couple of ezine ads, pay for some articles to be written up etc.) you could do the lot for under \$1,300 (*and once you own the script there are no ongoing costs for future sites*)

You could also shop around and find alternative scripts like Launch Formula Marketing for a lot less and they work very much the same

Now tell me is earning \$40K a year from one site at the cost of -\$1,300 an appealing one?

If you took acquire the rights to just 4 or 5 books you could turn it into \$160K plus business – build a database of members into the tens of thousands and have a very attractive and saleable asset to at least double your money again inside a year.

After your set up period (maybe you're slower than me and it takes a you month each – so you have 4 months work not 2 and 4 hours a week on admin for all the sites) you will be able to move on to the next project

And that's another key success factor - build one, then move on to the next and so on and so on.

If you don't want to take six months a year off soaking up the rays on the beach you could build a new site like this every month for a year and you could be earning \$500,000 from them within a couple of years.

If you farm the work out and decide just to take a control position, deciding which sites to build and concentrate on the marketing rather than the grunt work (that other people can do for you) this time can be reduced further and you'll have time to create even more sites.

And I am deadly serious – this one tactic alone can make you a HUGE stinking pile of cash...

Now - Are you starting to worry less about the jerk selling the non modified, copy of his book for \$5?

To make the same as you he'd have to sell 8,000 books (that's 21 a day for an entire year including Christmas and holidays!)

Truth is most people that do this are too lazy or dumb to do anything else and if you are prepared to invest the time and effort **you can kill them on every front** –

Here's something I learnt along the way –

If I have a product that costs me 10 and I sell it for 100 I can afford to spend 50 on advertising (or my affiliates) and 10 on support and still make a decent profit

On the other hand if I have a product that costs 10 and I sell it for 20 I cannot really afford to advertise or promote it/ or pay my affiliates anything and I cannot afford to support it for my customers

Which business model will last longest ?. . . .

Hmmmm... Let me think - My well supported product that has an affiliate/advertising budget of \$50 per unit or my competitor's product that has no advertising, no one promoting and no support for the customers???

BTW I'm not against selling cheap or low balling occasionally in fact I'll show you later in this report how sometimes selling cheap can really pay off – but I'll tell you how to do it properly so that it works (not how most people do it and end up without making a penny)

Now I know some people reading this are thinking – Simon this sounds cool but I can't install one of those BM scripts, I don't know enough about subject area X to add value or rewrite the content etc. etc.

If you're thinking that **then you're making excuses.**

You can pay a programmer \$50 or thereabouts to install the script

And you can hire a ghost-writer to modify the content for you if you don't want to do it yourself. (You can get complete rewrites on 30 – 50 pages for around \$200 bucks)

Next you may be thinking – But I don't have a big list to get things moving like you did...

I've heard all these excuses (and sorry but they are excuses) before

The answer is simple – Find someone that does have a big list, pick your PLR content that works for that person and targets their list(s), maybe find 3 or 4 potential partners in the niche – With the kind of subjects Edmund creates it's easy to do as they're predominantly marketing related topics...

Now when you have your site ready give your JV partners a bigger slice of commission, make it easy for them to give these memberships away.

Most big list owners like to give freebies to their lists and if doing so they can also make money at the same time it is a double bonus for them.

And if you don't own them, get yourself a copy of my books **Traffic&ListX** where I'll show you how to build a really responsive list and my **Millionaire Marketing Mindset** – that'll show you how to have JV partners queuing round the block to work with you.

Links:

<http://www.trafficandlistx.com>

and

<http://www.simonhodgkinson.com/MILLIONAIRE/>

LOWBALL / GIVEAWAY PRICING:

Okay - Now as you read at the outset of this report I don't hold with the idea of selling products cheap for the sake of it. Ultimately 'too cheap' on it's own will kill your business stone dead. Yes you might make a few bucks every now and then but it is not a solid model to build a business on.

Too cheap and you can't promote effectively, you have no funds to cover you in leaner times so you have to constantly work to survive and importantly - **you cannot support your customers properly if your profit margins are lower than a rattlesnakes belly.**

I'd like to think you want to build a long term business here and that you're not just out for a fast buck –

In fact as a sidenote remember this...

You can shear a sheep on a regular basis but you can fleece it only once.

If you are selling in the Internet Marketing Niche then you will be aware that we move in a market that is scrutinized and bitched over in forums all over the place – If you try to rip people off, if you deliver bad service, don't honour refunds, have web sites that go offline, sell crap etc. etc. then word gets round fast and your future potential is toast.

Always think long-term, good growth, solid business and act accordingly touting any old crap for pennies is not the right way to go...

Okay lecture over with ☺

Now as I see it too many marketers see the 'big guys' selling things at low cost and copy them. But the problem is they don't do it right

Let me make this plain – (And I've been around long enough to state this as a fact) You aren't going to get rich selling cheap ebooks . . .

So why do you see some of the big marketers selling cheaply?

And what about the people who copy their strategy?

First question is simple – the smart marketers sell cheap or giveaway to attract new customers into their marketing funnel. Yes on the surface it appears they are selling products cheaply (or even giving them away) but underneath the surface there is usually a backend in place – **Something that generates the real profits.**

And ‘those that copy’ . . . The second question is because folks think they see the path to success by simply glancing over what they perceive the successful marketers to be doing.

‘Hey Bob the Guru is selling cheap books and he’s a millionaire . . . I gotta do that to’

But they miss the **BIG PICTURE**, they copy it wrong –

Or they don’t see the all of the process ‘Bob The Guru’ is running.

By all means use low cost PLR content to attract new customers **but have something else to sell people afterwards** –

Call it what you will, a backend, an upsell, a list builder etc. etc.

But the key is to have all pieces in play and all available for your customers to buy to make it work for you.

The backend or upsell can be someone else’s product you are an affiliate for but it’s better if its your own (*you make more money*)

Now for years when I first got started online I assumed everyone was like me – I set myself a small monthly budget to buy products to sell, and products to learn from. I never spent more than 30 – 50 on an individual product and (foolishly) assumed neither did anyone else.

But in truth you really don’t know who your customers are, or how much money they have to spend, it could be ten bucks or ten thousand and unless you are catering for everyone of them you are losing profits and money to the smarter marketers.

So let’s talk about selling cheap and giving away.

I’m going to give you another real world example here of a report that I have just created just a few days ago – It’s all about co-registration.

Go and download a copy here:

<http://www.infoclicks.co.uk/CoReGFree/>

Now I bought the PLR to this report for less than \$50 – it's basic but solid information that will help people learn more about using co-registration services to build their lists.

Now why this subject? – Well for a start did you hear about the recent 'Pipe Line Profits' launch – It attracted masses of publicity, forum buzz but the course was expensive.

It's always good to ride the waves of popularity with your freebies and low cost products – You are using these to get maximum exposure, and maximum traffic so the hotter the topic the better . . .

The 'Co-Reg Secrets' book from me was FREE

Maybe you're wondering 'But hang on if you're giving it away for free how is it going to make any money?'

Glad you asked

Here's what I did... I took the basic PLR

I read through and edited / removed any sections that I could not back up from my own experiences – **I didn't want anyone following advice that I didn't know worked.** (Remember you're doing this to help your customers, don't take them down a dark lane and leave them there on their own)

Where's the money coming from:

I added promotions inside this book to three key affiliate programs GetResponse, ListOpt, WebLearningzone all offer sensible entry products and services related to Co-Registration (and all offer residual earnings on those commissions)

I also added a promotion for my newsletter (to build my subscriber base) and I added a promotion at the end of the report for my Traffic&ListX book – *(It's a similar theme and will be of interest to people who want to build a targeted list.)*

When I bought the PLR it came as just a simple Word.doc, no sales copy, no website and no graphics (often the best kind, we'll get to this later)

I needed this to be easy for others to circulate so I created a cover for the 'new' book and to make extra simple for people to distribute I created a minisite from an existing template (more on this too in a minute) so people could use it to sell the report or simply give it away.

Then I sent an email to a couple of my lists and told them about the report and how they could get it for free.

Remember here's the URL to get a copy and take a look:

<http://www.infoclicks.co.uk/CoReGFree/>

Now inside the book I stated the rights – See image below:



The image shows a document titled "Master Reseller Licence to this book. . .". Below the title, it states "Under the terms of this licence you are permitted to:" followed by a list of permissions, all marked with "[YES]". The permissions are: Can be given away, Can be packaged with other products, Can be sold at any price you wish, Can be offered as a bonus with other products, Can be added to membership sites, Can be offered through auction sites, Can sell Resale Rights, and Can sell Master Resale Rights. Below this list is a dashed box containing promotional text for "WANT MORE HOT PRODUCTS?". The text encourages users to "Guarantee yourself higher web profits by being 'in the know'", stay up to date with the latest resell, master resell, and private label rights offers, and visit Infoclicks.co.uk to get a subscription to the "Resale Rights Review". It also mentions that this is the secret weapon that has helped subscribers generate massive profits for over 6 years. To the left of the text is a small image of a book titled "Easy Money" with a green cover and a large dollar sign.

Master Reseller Licence to this book. . .

Under the terms of this licence you are permitted to:

- [YES] Can be given away
- [YES] Can be packaged with other products
- [YES] Can be sold at any price you wish
- [YES] Can be offered as a bonus with other products
- [YES] Can be added to membership sites
- [YES] Can be offered through auction sites
- [YES] Can sell Resale Rights
- [YES] Can sell Master Resale Rights

WANT MORE HOT PRODUCTS?

Guarantee yourself higher web profits by being 'in the know'

Get in the loop, stay up to date and receive news of all the latest resell, master resell and private label rights offers the second they hit the web...

Visit Infoclicks.co.uk and get your subscription to the 'Resale Rights Review'

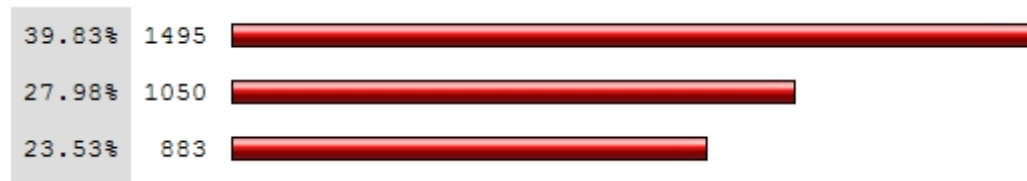
It's the secret weapon that's helped subscribers generate massive profits for over 6 years!

and then below it my link to my newsletter.

Why did I state the rights inside the book not in a separate licence? –

One reason, I want everyone who downloads or pays for this book along the line to know they can sell it or give it away – Remember I want maximum distribution here so that the links inside the book are seen by the most people possible. *(Because that is where the income will come from with this tactic.)*

Okay let's take a quick look at stats here:



In just 3 days from that email the book was downloaded **3,428 times**

Now – Maybe I could have sold the book at \$20 - \$40 or even cheaper but I am sure as the sun rises in the morning I would not have sold that many copies.

Remember I am not interested here in the income on the front end – I am interested in the affiliate commissions, new sign ups and the promotion of my other book (on the backend).

Usually with things like this it takes days for the internal book clicks to start to build, but by the fourth day it has already generated traffic to all of those affiliate sites and started generating commissions (not huge just yet but they'll come over time) and I have made sales of my book (so far around dozen sales).

It has also resulted in **108 verified new subscribers to my reseller list**

Feb 02	11	25	36
Feb 01	13	32	45
Jan 31	15	19	34
Jan 30	9	32	41

(Over the coming months this one report will add maybe 1 or 2 thousand new subscribers to my reseller list, with a subscriber value of \$3 that is worth anywhere between \$3,000 - \$6,000)

Within just 4 days all of my costs for the product and my time to set this up have been covered and I've started to see profits.

My subscribers are happy because I gave them something to sell, give to their subscribers or add new people to their own lists with for free – They're happy and I am happy 😊

With these things you can set them up in less than an hour and they will bring in profits for many, many months and in some cases years.

As you can imagine I have used this tactic many times before 😊

It builds my brand, it builds my list, it generates affiliate commissions on autopilot, and it draws more and more traffic to my other sites.

To be honest I cannot clearly define the real value I have created using this tactic over the years **but if I had to put a dollar value on it I would say conservatively 250 to 500 THOUSAND DOLLARS!**

But please remember this is not just one or two reports out there are hundreds of them –

When most people are thinking ‘Article Submission’ for traffic and clicks I am thinking mini reports and transferable master rights – And either given away or sold cheaply enough for the price not to be an issue.

Now I have created these kind of reports in practically every big niche online – you name it and I have products out there, gardening, cooking, healthcare, technology, self-help, childcare, hobbies and more than I can even remember... All of these promote either my own products, affiliate products or specific niche building lists. *(and no they are not all in my own name 😊 as it doesn't always pay to let everyone see what you're doing or they'll copy)*

Tip: get an account at aweber to manage all your lists...

I switched to their managed service last year. And when you start using this tactic to it's fullest you are going to build lots of lists (the more the merrier) and aweber lets you do this with ease (and they worry about issues like deliverability and distribution so you don't have to) *On last count I had around 80 separate lists ranging from a few hundred subscribers to many thousands of subscribers*

Two things to cover here that I mentioned earlier

Sometimes buying private label rights that come ready made with their own web sites, web graphics, sales letters and blah, blah, blah is **not the smartest move.**

Why? because **it makes them easier for anyone else to sell**

Simple fact if the seller has made it easy for any Tom, Dick or Harry to sell these things they will (or they will try).

Oftentimes the only way for people to compete (or so they think) with the same product is to sell it cheaper and we get the familiar downward price spiral that kills profits.

So it stands to reason that when you deliberately seek out ‘rawer’ material the less competition you’ll have –

The truth is that a lot of times marketers will buy raw material and never get round to creating a web site, they won’t get round to creating graphics or writing the sales letter

So not only will you get the rights cheaper (sometimes) you’ll have less competition to worry about.

But that presupposes that you can design a web site, that you can create web graphics and that you can write sales copy.

Maybe you can’t?

Well here’s a little tough love –

Unless you can afford to outsource all of these skills [learn now](#).

Really – if you’re working to a budget, if you’re just starting out, forget the adwords strategy course, forget the clickflipping hooaha, or anything else **and get the basics under your belt**.

Sorry I’m going to rant a little here so bear with me.

How many times have you come across a web site that is offering some book that you may be interested in but the ‘graphics’ looked so bloody awful you decided against it?

I bet many

I see them all the time... cheap looking, horrible, crappy graphics, be it book covers, software boxes or just plain old site graphics will lose you more orders than you’d imagine.

And it ain’t going to get you many serious JV partners and affiliates either . . .

Yes it sucks - You may be offering the best book in the world but if you present it like a four year old on acid or someone who just couldn’t give a damn then **NO ONE IS GOING TO GIVE YOU THEIR MONEY**.

Good graphics sell products!

But even more important is **good sales copy**

Seriously if I could climb out of this machine and shake you hard by the shoulders I would,

YOU MUST LEARN TO WRITE SALES COPY.

If you're selling anything online it's the single most important skill you can possess – (the product comes a distant third).

Good sales copy can sell the worst kind of crap you'll ever see –

With bad copy you'd be hard pressed to give away the crown jewels.

No don't take this as an instruction to sell crap – This is not what I'm saying, but whatever you sell online be it PLR products or toothpaste for pets, you must be able to write sales copy.

To be honest with you (and a little frank) not many marketers get my admiration online. I have very few 'heroes' who I look up to. But with any rule there are exceptions and one of them is a legendary marketer called Ted Nicholas.

Ted is an out and out genius and I try to read everything he writes.

I also consider myself extremely privileged to have met Ted in person and to have talked with him quite extensively (we've actually just created a new product that will be released later this year)

Ted has sold over **\$4.9 Billion dollars** worth of products and services

and do you know how.

With a yellow jotter pad and a pen

The words on the page (printed and electronic) have done that

Words

So take my word for it copywriting is something you should study and learn whenever and wherever you can.

Good graphics/presentation and Good Sales Copy will sell more products.

Now back to the low cost / give away strategy –

These days it's hard to distribute even free products.

There's a lot of competition for the eyes and hearts of your customers – so you must make even your low cost and free products highly appealing so people will a) download them and b) read them afterwards.

Now I'm going to cover this later but **'re-doing' the PLR products you buy is important.** If you decide to sell the same thing as other marketers then you must differentiate it in some other way, changing the graphics, reworking the copy and the presentation plays an important part.

Okay I've got off my 'high horse' and sorry for shouting – **it's just that I see so many people failing online because they don't do the basics well – I don't want you to fail.**

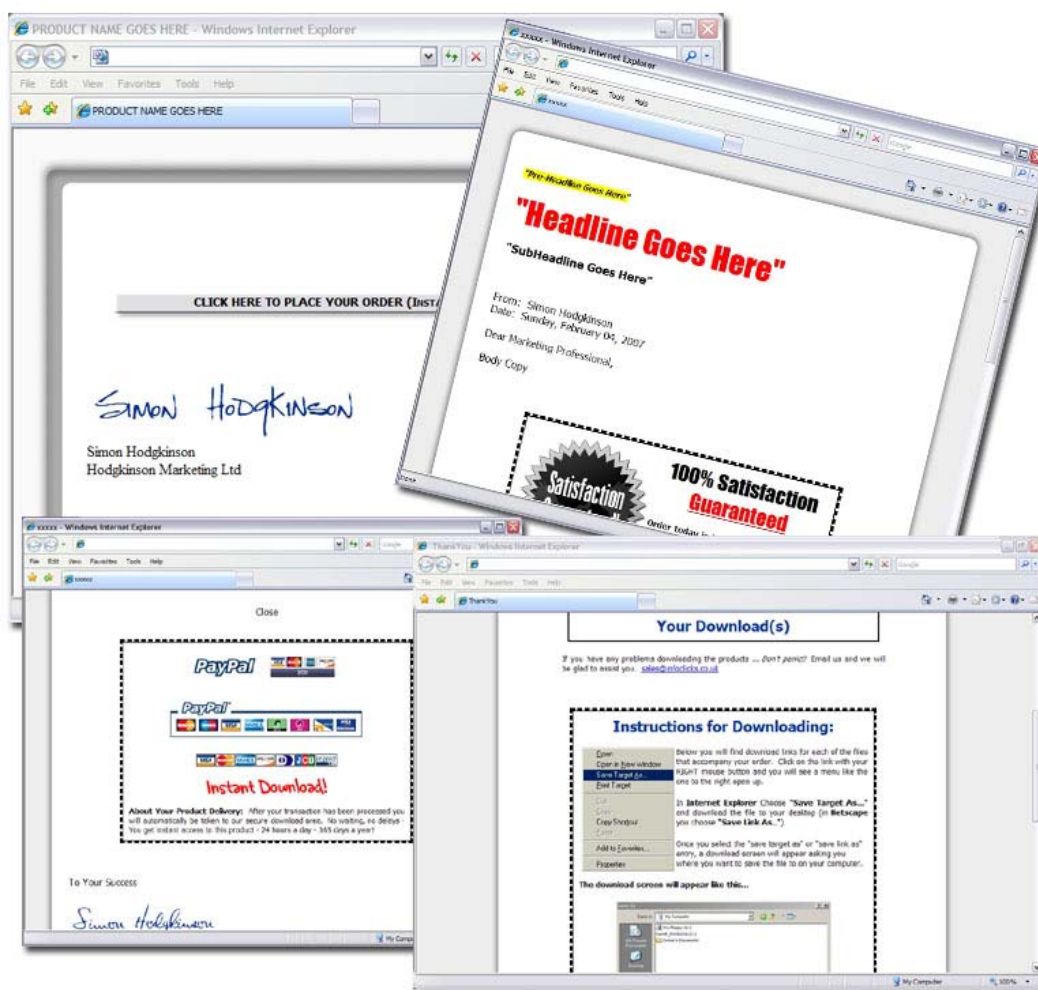
Oh and before I forget, *Templates.*

Here's something I do

I have in a folder on my desktop a collection of simple web templates, you should make one too.

In each subfolder there is a set of graphics, an index.htm page that is blank except for my contact details and an order button graphic and a thankyou.htm page which has instructions for downloading a product.

Here a quick screen grab



As I go along I add to this collection of blank templates so that I can **use them to create new sites quickly and easily**. Getting a new site online simply becomes a case of copy and paste the sales copy, add a new web graphic, modify the meta tags and insert the new payment button.

Within 20 minutes you can totally transform the look of a product and make your offer stand out from the crowd who simply take what they get.

As you start creating more and more products having templates ready in this way will save you hours of time and allow you to get product into the marketplace faster than your competitors.

And speaking of selling the same thing as your competitors, let's move onto strategy #3

THE SAME THING BUT DIFFERENT

I hope by the time you have finished reading this report you will have decided that simply ‘reselling’ your private label products is the least effective and least profitable way to go.

To your advantage what we are about to discuss next is the most common way people approach resell rights – they buy them and then they sell them... Most of the time without ever reading them, without checking the sales copy.

Sidenote: so common is this that I’ve seen a number of marketers that create sales letters for people to use that contain their own order links throughout the body copy of the letter...

Yes really!!! Anyone who simply glances over the premade template and sticks a new order button at the end of the page probably lost 30% of their sales because of it. Was that done on purpose? I honestly don’t know but it shows it pays to be cautious...

And I’ve also seen some marketers place there keyword based links into sales letters knowing people would simply ‘upload and go’ and provide them with hundreds and possibly thousands of free backlinks to their sites – **Was that deliberate?** – ZERO DOUBT on this one yes it was. (*It would have been impossible to do it in error.*)

Now before we get going here I want to say there is a better way of doing what I’m about to tell you that works a lot better but we’ll cover it later.

For now let’s look at simply **reselling what you bought.**

First of all this is soooooo much easier if you have a list of subscribers that you can resell too.

Honestly, if you haven’t got a list then go back to strategy #2 and start building one before you waste your time trying to turn a profit this way.

Or spend the best \$27 dollars you’ll ever spend and get my Traffic&ListX book by visiting <http://www.trafficandlistx.com> ☺

Now back to what I said right at the beginning of this book... remember

about someone else selling the same for you for less – you get the email about 5 minutes before you send it to your list and it will kill your sales dead, annoy your customers etc etc.

Actually reality is a little different but it's a common misconception especially so in this very incestuous 'Internet Marketing Community'

BTW I love Internet Marketing but for many newcomers it's a tough nut to crack and make money in – (but don't let that put you off)

On a number of occasions I've been in this exact same situation – I took the lazy option and just decided to resell and someone else whose newsletter I'm on is selling for less

Does it effect my sales?

Maybe (a little) do I lose some subscriber over it (I guess so)

BUT IN REALITY

It doesn't make much difference to my bottom line because not all my subscribers are on someone else's list – Just because I've heard of the dingbat who's giving the thing away doesn't mean my subscribers have.

Don't focus on the issue too much – I'm telling you know it will not dent your sales significantly enough to worry about

Sure you'll get the odd refund request from someone who decided to buy cheaper elsewhere but not many

As long as you do three things right it shouldn't be an issue

Promote only quality products that will help people, provide valued advice/recommendations and give good service

In a way we're back to the pricing issue – many of my customers are long term customers, they make repeat purchases because they know they'll get good products and good service from me – I have a big list which also puts me at an advantage over other sellers and **I position myself in the market place**

I What?

Position

Now I want to discuss this because it can determine how well you do at selling anything (*it also ties in nicely with another example I have to show you ☺*)

Q: Who are you?

Q: Why should I buy from you?

Q: What can you offer me that I can't get elsewhere?

If you can't answer those questions about your business you're in trouble

Let me ask you another question - do you like the RichJerk ?

Some love him and some hate him - But guess what everyone talks about him and the guy is successful because of it. Kelly Felix (aka the RichJerk) created a great **Internet Marketing brand**

It's different and at the time it was unique and fresh

and love it or hate it **exciting**

When you think about **your** business how is it different from other people's – that difference (whether it's loved or loathed) **will make you money.**

Now branding and positioning is too lengthy a subject to cover in this report **but it is important**

Lets say for example you want to sell PLR material 'as is'

To maximise your sales you have to be one thing

The "go to guy" for new PLR material

You have to build a list on the basis that people joining it will know you regularly offer – quality, hot topic, low cost, added value, original, limited supply, PLR material (*it doesn't have to be any of those but it has to be something*) You have to be the 'Go To Guy'

Now when I started online no one was selling PLR material (as they do now) but I chose to become the 'Go To Guy' for resell rights and master resell rights products.

People signed up to my resell rights review newsletter because I promised them something

And here's what it was:

Taken from my subscription page at: www.infoclicks.co.uk

This newsletter is your chance to grab '**the next big thing**' before every reseller on the planet has it.

Use My Judgement And Experience To Make Money! Before you even see the product I'll have made sure it's worth having first. It's a **100% Sure-fire money maker** or it doesn't make the list!

Quality products, hot sellers - delivered fresh to your inbox the moment they hit the net.

Every ebook, software program, training course, seminar, script and package that finds its way into the **Resale Rights Review** does so on merit - everyone's a safe bet **profit machine**. **Exclusive - Hot Selling - Hassle Free - Resell Right Alerts**

Now this squeeze letter hasn't changed much in 3 years and as of the time of writing there are now over 25,000 subscribers on this one list.

I positioned myself in the market place as the resource to hear about new resell rights products first – And I delivered. (Still do)

When I first got started I got to know every marketer online who sold their products with rights and I joined their lists, I bought their products and made sure I was on their priority mailings.

Within minutes of someone selling rights I would buy them – evaluate them quickly and then mail out to my subscribers – In some instances I would approach people who hadn't offered rights and ask them to do so.

The subscribers of my Resale Rights Review **got to know first**

That was the selling point of the newsletter and it still is

I wasn't 'just selling resell rights or master rights' I made myself unique because I offered that '**early warning**' service

Because of my positioning people started to come to me who wanted to sell their products with resell rights or master rights – I got first choice

Rather than having to buy products I started to get free review copies first and rather than finding out about things when they happened I got told about them in advance.

I've helped authors and product creator sell thousands of dollars worth of their products (*and make money with their backend offers*), I've helped my subscribers make more by learning about new products and exclusive products before other people so they could be the first to market

and by positioning myself in this way I made a lot of money in the process

If you market yourself just like everyone else you're not doing it right

Again here are the questions

Q: Who are you?

Q: Why should I buy from you?

Q: What can you offer me that I can't get elsewhere?

Relate that to PLR rights and you'll sell more 'as is'

build a reason to come to you – tell people about it

Now while we're talking about positioning I want to get into tactic / strategy #4

Selling Offline

Shock Horror!

Now you may have thought what has positioning got to do with selling offline....

Sorry it was a rather tenuous link but it concerns a book all about positioning (**creating a USP** – just like we’ve been talking about)

Now go to this URL

<http://www.informativebooks.com>

It sells a book called ‘**The 3 Minute USP**’

I sell it online but I’ve sold it very successfully offline too

Now I’m possibly at an advantage here which has made this easier for me to do (but far from impossible for you to copy)

You see before I got went full time online I ran my own Web Design and Marketing company for a while and over that period built up quite a list of clients and prospects in the offline world

From time to time I send a mailing out to this list of offline companies with recommendations to buy physical books – reports/courses or software – And because I only ever promote targeted material to these companies, because I developed face to face relationships with them and they know and trust me whenever I sell in this way conversions are high (up to 70- 100%)

Now online I sell **The 3 Minute USP** for \$67.00 (around £35) offline I sold it for £125 (around \$250)

From one mailing (*in the post not email*) and a few telephone calls I sold 46 of those books (**although I called it a course**)

$46 \times £125.00 = £5,750$ (or approx \$11,500)

I bought the private label rights for just \$197 (I think)

Okay so \$11,500 is not a fortune I know but I do similar promotions 3 or 4 times a year and net around the same each time I do

Offline business of this kind is around £17,000 (\$34,000) a year

But that's to a list of approximately 100 companies (think just 100 subscribers) with just 3 or 4 mailings and a few phone calls a year.

In addition to this income I also still host web sites for a number of these companies and occasionally write sales material for them which bumps it up quite a bit more ☺

Now (again this is not meant to sound arrogant) \$34,000 a year is not massive money for me – But my ivory tower isn't so high that I can't recognize **that it would be enough to change a lot of people's lives**

(and I know with some leg work and some out of the box thinking it would be achievable for a lot of those people.)

What does it cost to do:

Well I invested in a Fellows ring binding machine (about £100 but you can buy cheaper) to create the courses with – In the example above the book and articles I received with it became 3 separate spiral bound reports and individual worksheets.

I bought good quality card for the course covers and good stock paper for the pages (I also used some colour paper for separate sheets)

I shipped them in Jiffy bags with a back up CD Rom

Add in the cost of the original sales letter + postage, the phone calls and the printing / binding and shipping costs

I'd say my total cost was around £9 per course set (\$18.00)

Total profit was approximately £5,300 (\$10,600)

Could you do something like this **just 3 or 4 times a year** and pull in an additional **\$30K - \$40K**

For me I see it as nothing much more than a side interest, it's quick cash, easy to do and helps these companies out too... You could do the same thing and ramp up the strategy to **make a lot of money**

Questions – How can you sell a \$67 ebook for \$200

It's easy, you need to **position the product and sell it to the right customers** –

You should consider repackaging the material so it stops being an ebook and becomes a **3 part, spiral bound, training course with worksheets and back up data CdRom shipped to your office**

(Online get someone to voice your PLR books and sell audio, make camtasia videos demonstrating the book, create a membership site or turn a book into a 7 part course and deliver it 1 part each week for 7 weeks – **rework content so it becomes more than a book or report**)

And there's nothing to stop you combining more than one product into a bigger product

A good sales letter that focuses on the needs of your prospect (again learn to write good sales copy)

And build relationships with prospects in the offline world

Now I have an history that goes back years with some of these companies but finding prospects from fresh is not too hard either..

Here's one way one of my former competitors (in the offline world used to do it)

Their primary business was selling web sites on CdRom data cards –

Like regular business calling cards but they could be inserted into a PC so sales people could leave their 'card' and it could be a sales presentation, product catalogue, mini site etc.

The profit margin on these things was astronomical – the company also charged for the initial design and programming, photography, sales copy, artwork etc. etc.

How did they get new clients?

Simple they phoned them and offered to either a) make their current web sites more SEO friendly b) design simple single page web sites for them if they didn't have one **FOR FREE**

Now what companies could refuse an offer like that? . . . not many

They **a)** got work for additional SEO and advertising out of it later down the line **b)** up sold bigger more complex web design services

And **c)** sold LOTS of their CD Rom business cards to these clients

Now I can't remember exactly how much each card sold for (around £2.00) but they would sell in minimum batches of 500 a time + the extra for all the design and add on fees. **They made a fortune**

Now I'm telling you about this **only to illustrate that finding offline clients isn't impossible or even that difficult** (maybe just by giving something away for free on the front end – Yes it works just like it does online)

You can build up a prospect/client list quite easily without even having to spend a penny on advertising - Then when you have a list of offline customers and prospects send them a letter advertising your product or ring them and tell them about it

Some of my phone calls to sell the course went a little like this:

Hey X – It's Simon how have you been?

I'm ringing because we're about to start selling a new training manual and course on market positioning and creating unique selling propositions. (little more detail)

It's a great course and I remember you telling me about X (a competitor) and how you were targeting their customers – this is going to give you at least a dozen different ways you can do it.

We haven't started printing yet but I can let you have one of them from the first run should be next week or so? I could just send you over the sales material if you prefer to read that first, but to save a bit of time we can just send one over for you to take a look at? – We haven't decided a regular price yet (possibly a couple of hundred) but if you want one now we'll do it for £125 - Plus whatever price we decide on later if you order more copies down the road we'll honour that same price. Shall I send one over?

If they wavered a bit I'd mention the back up CD or the worksheets – And for those that said no I at least got them to agree to review a sales letter for the course – Everyone who said send over a copy got the course and a 30 day invoice – None got returned and few placed orders for extra copies afterwards too

Okay that's not a sales script you could use just for anything and for all circumstances but once you have a relationship with people it's a lot less difficult than most people think.

Again maybe you dread the idea of selling offline and doing something like this (as a former salesman it's second nature for me)

But I see LOTS of PLR products that could be sold offline to small and medium businesses and I'm sure you do too – Next time you see one think about how you could sell it OFFLINE and how you could package it up to command a higher price.

But let's get back to the online book – **“The 3 Minute USP”**

Sorry to bounce around a little here but I'm writing as I'm thinking

Back to the web

When I originally bought the PLR's to this book it came with these minireports'

Where I used them to add value to my offline package, online I did something very different

I create another product all together

And called it the **‘Marketing Basics Library’**

I sold this on it's own without rights for \$17.00

I then offered it with master rights for \$67.00 (with a twist)

the twist was they could buy the master rights + get a brander for the reports to give themselves an affiliate link inside each one that earned them money when people bought the book **‘The 3 Minute USP’**

I sold 100 copies of the 'branding rights package' = $100 \times \$67.00 = \$6,700$

And sold about the same qty without rights = $100 \times \$17.00 = \$1,700$

Now I gave owners of the branding rights – sales pages, download pages, graphics etc – I made it easy for them to sell and make money

They were able to sell without rights at \$17 or with master rights at \$47 (but they kept the branding rights for themselves) ... Everytime they sold the rights and their customer sold the product it was their affiliate links that got passed around for the book promoted inside each report – my "The 3 Minute USP"

Without ever really promoting the book online myself over 150 copies have been sold (mainly via affiliate sales as the Marketing Basics reports circulated)

I'm extremely happy with sales (money for nothing) my customers who bought branding rights are extremely happy (the upfront sales and the money for nothing backend commissions) and the 'end-end' user is happy because they got a quality product

Now I haven't checked but let's say ALL "3 Minute USP" online sales are from affiliates – that's $150 \times \$33.50$ (less fees)

In total that one report with PLR has generated so far in sales:

ONLINE $150 \times \$33.50 = 5,025$

ONLINE $100 \times \$67.00 = 6,700$

ONLINE $100 \times \$17.00 = 1,700$

OFFLINE $46 \times \$250.00 - (\$18 \text{ costs}) = 10,672$

Plus or minus a small percentage for fees and you have approximate sales of \$25,000.00 – Yes **\$25,000** for something that took no more than a couple of weeks putting together, no more than 2 or 3 sales letters

Is that good – You bet AND ESPECIALLY WHEN I SEE OTHER MARKETERS GIVING THE EXACT SAME PRODUCT AWAY!!!

Now don't ever tell me that what someone else does has any real impact on your own sales – If it does it's because you didn't differentiate, you didn't think and you didn't market the product effectively enough

Now we've covered quite a lot of tactics here so far and I guess in somewhat of a roundabout way (apologies) so let's summarize things a bit

We looked at creating membership sites from the content

And ways to monetize the content and add more to the sites

We looked at giving away for free or low cost to build lists, get traffic and sell backend products (remember instead of article marketing think resell and master resell rights creation)

We looked at low balling and giving away – only if you have a backend or upsell system in place to capitalize on doing that.

We talked about positioning yourself so you don't have to just compete on price

We've covered selling offline and repositioning products to increase their perceived value

And we've talked about creating multiple products from the same content to increase sales even further - (i.e. adding value to everything you do)

Now you don't have to do all of these things in one go

Pick one strategy and work it hard and I know you will kill 95% of other marketers selling the same material online

Okay so far?

If you like what you've read – We're on the right track here ☺

So I also asked for feedback and questions that would form the remainder of this report

If you asked one thankyou – you'll note I either answered above or I'm going to do so now

Quick fire and then you can get to work ☺

Questions:

Is it a good idea to resell the PLR product 'just as is' or is it better to change the graphics and edit the content?

I think we covered this one – in most cases unless you have a big list or you position yourself to sell things 'as is' then no it's better to reposition the content (not just edit it) – Think course not book, think collection of software tools in a themed package rather than just one item of software.

In current market conditions what is more lucrative - re using PLR content and making a 'different' product? Or - selling PLR products of your own? There seems to be an 'explosion' in people selling PLR stuff - so that indicates that it's a money maker.

Good question – and well spotted, there is a big market for new PLR material – find ghost-writers, and programmers etc and create new content you can sell with PLR rights. However also think of ways to get more on the backend. What do I mean? Well let's say you write (or get written) a report on SEO... Sure sell it with PLR rights but ensure that within the content you recommend products or services that are your or that you are an affiliate for. This can be done in such a way it becomes hard to change for the people who purchase PLRs from you (or they'll be too lazy to change things) and you can profit on the backend too.

Also when you write sales letters for your products you ideally need to write 2 letters – 1 to sell the product (using the example above the benefits of SEO) and 2 to sell the business opportunity of owning PLRs to such a book

Finally on this point make your work easy for someone else to sell and make money from – Why? Because they'll keep coming back for more.

How do I market these products effectively? How to get Traffic to the sites with the individual product? If adwords is the answer, How much can one expect to pay in adwords per click to make a profit? A large amount to test or find keywords for lower per click.

Again good question but you may not like the answer – I do not use paid advertising to get traffic – FULL STOP. Combined my sites generate thousands of visitors every day, tens of thousands a week and sometimes hundreds of thousands a month, and it's a direct result of years spent building my list(s) and putting products out into the marketplace.

Honestly I can turn off my PC now and know that this traffic will continue to come – from products other people are selling, from cross promotion integrating the marketing between my own sites and promotions on other sites, from affiliates and from JV partners –

In a month's time it would still be fairly constant – In six months time it would still be pretty much the same. And apart from deleting all my sites the traffic is now pretty much impossible to stop.

And I'm now fairly lazy – I don't do much SEO (my sites aren't really that optimised although they do follow basic SEO rules)... I don't get involved in list builders, giveaways of other people or much else.

I should but I don't need to.

I'm lucky but I know most people aren't in the same boat so yes Adwords is a valid option – I don't know enough about it to advise you on it but there are many courses out there that can.

My only advice would be to either learn about using it first or find someone who knows what they're doing and hire them to do it for you.

- SEE ALSO THE FOOTNOTES ON THIS REPORT ABOUT CONVERSION RATES AND SALES COPY

How do I make sure not over or under price?

Short question but a longish answer here . . .

A simple tactic to follow is start lower, judge conversion rates and increase the price till profit reduces then step back one. If you keep a close eye on sales (*if you only sell one or two products at a time it's possible to do and this can work okay*)

But put simply you need to test everything you do

And it's so, so important you do

Here's an Example:

If you sell a book at \$25 and don't test you could be losing \$20 on every sale – the optimum price could be \$45 (maybe more) – If you sell 500 copies a year **you just lost \$10K**

Now testing goes further than this, if you pick up software like my SplitTestKing (www.splittestking.com) or a similar program you can test more things in addition to just the price – Plus you can automate most of the entire process

(another good tool is MUVAR <http://www.muvar.com/>)

A lot of marketers see tools like these as something to use when they 'get round to it' **but honestly if you aren't testing now you're losing money.** You need to get to grips with conversion rates

Here's What I'm Talking About –

Let's say you're selling a product for \$10

If out of every 100 people that land on your site 2 buy from you that's a 2% conversion rate

you make \$20

Now assuming traffic is coming from the same targeted source and you have a steady flow of it then try upping the price to \$20

Now only 1 person out of 100 buys – a 1% conversion rate

but

you still make \$20

Now add in a backend promotion and things can get more complicated

Lets say you have an upsell that converts at 25% on a \$100 product

Here's how it can play out over the course of 5,000 visitors in a month

\$10 product 2% conversion:

5000 visits = 100 sales = \$1000 in sales on front end + 25 sales of \$100 product on backend

You make in total \$3,500

\$20 product 1% conversion:

5000 visits = 50 sales = \$1000 in sales on the front end + 12.5 sales of \$100 product on the backend

You make in total \$2,250

\$1,250 less

or a reduction in overall sales value of **35%**

But what if you changed the price of the backend product to \$50? –

You may get more people buying it who paid \$10 on the front-end because it's more in their 'price bracket' and equally less people who paid \$20 on the front end because it seems to be 'less valuable'

And do you know what – there is no straight answer

So my point is **neither do you unless you test**

I'm new to all of this. To make the products my own can I change the cover of the ebook, change some content inside the ebook, remove any links and sell it any way I choose?

Simple answer to this one is **yes if the owner says you can**

Always read the licence on any product you buy and if the licence is missing or unclear ask the seller the question – I've seen people take risks and assume and I've seen it cost them tens of thousands of dollars to avoid landing up in court.

Since I read slow and concise I'm never able to read all the PLR content I get - makes me worry about putting my name on it as "author". What's the best way to use Pen Names strategically with PLR content and strategically drive traffic to "my friend Joshua's great site"? (i.e. if I don't want to put my name on the PLR report that is being sold but want readers of it to know they can get even better information from my actual site/reports)

Now this is another good question

If you're worried about putting your name to a product you shouldn't be selling it as yours. Trying to deceive people by saying it was written by someone else is also a bad long-term tactic for your business.

If you don't have time to read/edit repackage etc but you need to sell fast then be honest with people on your list (*'I've only had time to read the first few chapters here because I wanted you to get to see this fast – but so far there's some terrific content that I think will help you'*)

One thing to remember online (or offline) is your long term relationship with your customers is more important than a quick sale

The only time I've used pen names is when I've sold in niches that I want to protect for myself (ie they're profitable and I don't want the hordes steaming in till I've made some money) Once you have some level of recognition people copy you (it's a fact of life) so when they see you selling into a particular niche they know you're doing it because there's money to be made and within days you'll get copycats – using a pen name in this instance is acceptable to me.

If you rename and package a product that you can offer PLR to others and the original product comes with a license that states to pass it on (the license) can it be modified so that your customer can't discern that the product is not originally yours?

This tends to happen when the licence creator is trying to do one of two things a) make money from people seeing their licence (they have a link back to them and their products or b) they are trying to protect the rights so people don't break terms

I've found in these instances a good way around it is to do the following:

Create your own terms document – mirroring the original sellers and send it to them for approval to use your own rather than theirs when you sell.

If there is no difference in the terms of you have added more restrictions not less then it leaves sellers little option but to agree.. Unless they want to openly admit they're branding and want to get your customers via the back door – If they do then it's not really on and you can say so – In most cases sellers will allow you to do it.

How do you determine how much "substantial changes" are? Is there software that can compare two docs and tell you percentage of change?

This one varies from seller to seller and what they consider substantial changes to mean – If they don't state it clearly again ask them to define it.

As a rule of thumb 50 – 75% would be considered substantial

As for software to determine percentages of change take a look at WordFlood - <http://simonhodgkinson.com/likes/wordflood>

Not only will this tell you but it's one of the best tools I've found to help you rewrite content too ☺

How can I get to know, which titles and which themes will be in demand, when I am putting together a plr-package or any plr-ebook with bonuses?

This really comes down to knowing your market – or doing your research – I would strongly suggest both are important when you get to the decision point on whether to buy particular PLR content or not.

If you know your visitors / subscriber will be interested then go for it – If it's a new market to you do your research first.

Outside of the Internet Marketing marketplace and a few niches I always research potential - I use Brad Callen's Keyword Elite:

<http://simonhodgkinson.com/likes/KeywordElite> to establish if other marketers are selling in these niches – I look at their products and sites and evaluate could I go in and either take their customers and traffic or could I work with them as JV Partners / Affiliates – Don't be put of by competition – In these instances no competition generally means no market to sell too.

Okay before I sign off here's a list of sites, tools and resources I'd recommend you add to your marketing arsenal:

<http://simonhodgkinson.com/bonus/plrdash>

PLR Dashboard - It'll help you keep track of all your content

<http://simonhodgkinson.com/blackhat>

Go Try This – link tracking, rotating and split testing script that installs on your server – If you can still get a copy order the 'Blackhat' version

<http://simonhodgkinson.com/likes/PLRights>

Get two very comprehensive PLR products every month from Jeremy Burns – Great value on offer with this

<http://simonhodgkinson.com/Likes/LFM>

Launch Formula Marketing – affordable membership script from Robert Puddy

<http://simonhodgkinson.com/Likes/MISF>

My Instant Swipe File – Great collection of ads and copy you can model when rewriting your sales pages

<http://simonhodgkinson.com/likes/muvar>

MUVAR – Automated split testing script you can install on your own domain

<http://simonhodgkinson.com/likes/KeywordElite>

Keyword Elite – Research potential marketplaces first

<http://simonhodgkinson.com/likes/wordflood>

WordFlood – Content rewriting tool

<http://www.CoverActionPro.com>

CoverAction PRO – Photoshop ATN scripts for create new box graphics and covers

<http://www.simonhodgkinson.com/CONVERTRON>

Useful script to create time or quantity limited offers – Works like gangbusters if you have a list to sell to already.

<http://www.trafficandlistx.com/>

My latest book on creating 'PROPER' traffic to your web site and building a responsive list

<http://simonhodgkinson.com/minisite/free>

Minisites Secrets - This is a very good free course on creating mini sites to sell products from – Ideal if you want to pick up tips on creating better converting sales pages.