

Unlock Your Empire!  
Featuring Marlon Sanders, Ewen Chia and Jo Han Mok  
<http://www.netpreneurnow.com/unlockyourempire>

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## Netpreneur News Issue 74 (C) Stuart Reid

Issues of NetNews are PACKED with valuable links and information. Take your time, save it to your desktop, print it out... you have two weeks until the next issue!

There's no way an marketing ezine like this can get through the [sp@m](mailto:sp@m) filters no matter how hard I try. Please bookmark the on-line edition, and you can also get a PDF to read/print from the same page. Online Copy --> <http://www.netpreneurnow.com/latest.shtml>

This issue: *Niche Markets, Tell-A-Friend, Ebook Author, Marlon Sanders, Instant Buzz, 2 New Traffic Sites, Revenue Insider, Yahoo! Search Marketing, New Downloads, New Articles, and More!*

Article: *Top 10 Ways To Win With Resell Rights*

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### **Hello , and Welcome!**

"Niche" seems to be the theme of the day in the Marketing. It usually concerns marketing outside of the "Internet Marketing" circles.

Don't be fooled by the tons of books appearing practically everywhere. It's not that easy to make money in the Niche Markets! You'll find all sorts of recipe books, weight loss books, stop smoking books, etc etc with the promises that you can market these to their respective audiences and get lots of cash in return.

Of course, you have to buy these books first. Sometimes the people selling them are even fond of saying how you're wasting your time with other marketers, and you should move out - pronto. They forget to mention that they themselves are primarily selling these niche books to marketers!

The Marketing niche is still good, in my opinion. People here are willing to spend. There's a very big incentive in that you're going to give them tools and information so they can make

money themselves. It's not "Make Money Fast", so to speak, but a case of "If I can do it, so can you!". After all it works. Everyone selling ebooks is proof of that.

Sometimes it does make sense to move out of your marketing comfort zone. It's cheaper to target PPC traffic to, say, a fishing site than a marketing site. And you've got less competition. Just make sure the target market is (a) computer/internet savvy, and (b) has money to spend. How many fishermen are willing to buy an ebook about fishing? I'd bet more \*marketers\* are willing to buy an ebook about how to sell an ebook to a fisherman... :-)

To identify a good niche means you need to take account of all kinds of things. Not just the raw size of the target audience. Niches have their place. It's just the double standards from some sellers who are telling existing marketers they're wasting their time marketing to marketers I don't like.

The Basic Rule:

Just remember you're always appealing to a "want". People want to make money. People want to lose weight. People want to feel good, and look good. You can see a quick rundown of the Basic Human Wants right here -->

[http://hs.riverdale.k12.or.us/~dthompso/exhib\\_03/tianaa/basicwants.html](http://hs.riverdale.k12.or.us/~dthompso/exhib_03/tianaa/basicwants.html)

Whatever niche you want to target, appeal to a base "want" and you're ready to go!

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Don't forget, most of this appears in the Blog \*first\*, so make sure you bookmark (and subscribe to) this address: <http://netpreneurnow.blogspot.com>

NetpreneurNow.com is now a well established site on the Internet and has been operated for quite a few years now. Longevity is rare in Internet Marketing! We show up for many different search terms in many different search-engines. I'm not `banging my drum` - just showing you that you can trust us :-) Visit the main site and look around. At there, and the MembersSite, you can access an incredible amount of valuable information for free.

And of course we always appreciate links back to us. (If you use the ClickBank link, any sales via ClickBank will earn you 50%)

-Stuart

This weeks prize, courtesy of the Prize Patrol, is a copy of "Internet Marketing Secrets Unleashed" AND "Website Tips and Tactics" - with Resell Rights!

To enter, look at the article in this issue and send the name of the FOURTH tip to:

<mailto:webmaster@netpreneurnow.com?subject=prizeanswer>

Three lucky winners will get the software above.

Prize Patrol is operated by Edward Bangs at:

<http://www.profitscoop.com/PP.html>

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**An Incredible Opportunity.**  
**Learn to earn a 6 or 7 figure income**  
**working from home part time.**  
<http://sp.quicklister.com/997-1/?np>

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We've launched a new "Tell A Friend" script at Netpreneur Now. Basically, just tell 3 friends about Netpreneur Now and we'll give you some great gifts in exchange! Just enter their e-mails and names, and it's all automatic. The script is at:

<http://www.netpreneurnow.com/tell.php>

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Mike Rasmussen is running a FireSale for "Instant Ebook Author"  
Basically, it's the source to a couple of his ebooks with full rights, so in effect you can create your own ebook, totally credited to you. TO DO WITH AS YOU WISH !

That means you can sell it, form JVs, make an Affiliate Program, Brand it, include a ton of back-end links, and more. Whatever you want!

The price is slated to go up on May 14th. Since this issue is published May 13th there's a fair chance you've already missed the first price band. Don't despair though - it's still going to be well worth the price whatever is being asked and it won't go up by too much. Just get it as soon as you can if you're at all interested.

<http://www.netpreneurnow.com/instant-ebook-author.html>

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**Unleash Your Greatness**  
**...and claim a free copy of "Conversations With Millionaires"!**  
<http://www.netpreneurnow.com/unleashyourgreatness>

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Been by NetpreneurNow.com recently?

I now include a quick-link box at the top of the main page, and recently I've been featuring products by Marlon Sanders.

I'm truly impressed by Marlon's wisdom, intelligence, skill, and his knack of rolling out hot products that seem to set new trends.

His latest is called the Direct Mail System. This massive course teaches how to move away from relying on e-mail and going back to the roots of Marketing. Direct Mail has worked for decades, and shows no sign of stopping. E-Mail Marketing is a short-lived `failure` by comparison! Some of the statistics regarding e-mail are truly depressing. Very little of your e-mail gets through these days unless you cut it to shreds and practically reduce it to a link.

See Marlons new course below:

<http://getyourprofits.com/z/292/CD13443>

And download his new report - "The Internet Black Hole" here:

<http://www.netpreneurnow.com/blackhole.zip>

Other Sanders products of note include:

The Action Grid: This takes you step-by-step through creating a complete big-ticket info-product, everything from the actual research and mechanics of building your product to copywriting and designing a website to sell it, then promoting it. I personally have never seen anything so complete!

That is at: <http://www.netpreneurnow.com/marlon-sanders-action-grid.html>

The Marketing Dashboard:

Now superceded in some areas by the Action Grid but it has the benefit of being DRASTICALLY reduced in price! Not long ago this was selling like hot cakes at a much higher cost. The Dashboard again follows the step-by-step formula, and as long as you can point and click you can create your infoproduct with this!

<http://mdash.opportunity.com>

If you want to \*hear\* Marlon talk candidly about his work, how he comes up with his ideas, and how gets away with being so successfull yet remaining so darned lazy you can listen to and read "Unlock Your Empire". This product is actually from Ewen Chia and Jo Han Mok, but they managed to corner Marlon and coax a RARE interview from the man.

That is at: <http://www.netpreneurnow.com/unlockyourempire>

The above product even comes with a dealership that pays you over 90% per sale :)

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Want a free membership to Instant Buzz? I keep urging everyone to join, since it's one of the best free traffic systems I've yet come across. Just send an e-mail to the usual address with a subject line of "InstantBuzz Invite" and I'll set you up. InstantBuzz is a cool toolbar-traffic system that can really get some free, targetted traffic to any URL of your choice...

Instant Buzz also has a thriving forum, where you can get help, list offers, form JVs and more.

Here's a direct link to the e-mail you need to send:

[mailto:webmaster@netpreneurnow.com?subject=InstantBuzz\\_Invite](mailto:webmaster@netpreneurnow.com?subject=InstantBuzz_Invite)

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PayPal have a great little book on Marketing available from their site. You need to complete a quick survey to access it, but it doesn't cost anything to do this so go along and download a copy.

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If you haven't yet got a copy of the Instant Marketing Library take a moment to download it now. It's at version 1.74 , and contains 40 top eBooks. It's entirely free, and as an extra bonus you'll receive my 5 Part "Resell Rights Revealed" e-course. Instant Marketing Library even has lifetime updates, is regularly improved with new additions, and comes with full Resale or Giveaway rights!

<http://www.instantmarketinglibrary.com>

\*\* There's a new update REAL soon, and the price WILL rise for the "Platinum" Upgrade, so grab your free library, check the Platinum Details and decide TODAY whether or not you want to lock in the current, criminally low, price!

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**Free CD  
(Still Available)  
"Greatness Held Hostage"**  
<http://www.netpreneurnow.com/greatness>

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The advertising special I was running has now expired. I still have a few packages of 20,000 popunders left, which I'm "giving away" at just \$20 per package. Just send a PayPal payment to [webmaster@netpreneurnow.com](mailto:webmaster@netpreneurnow.com) with a item description of "trafficspecial" and include the URL you want to advertise in the Notes box. If you get a refunded payment it's

because I've run out, so hurry :)

For the usual Solo Ad, Top Sponsor Ads and Mid Ads visit:

<http://www.netpreneurnow.com/advertising.shtml>

Solo Ads are usually run within a week of purchase, and Top and Mid sponsor ads are held until the next issue of Netpreneur News. They are then included in the PDF, Online and Email versions of the newsletters as well as archived at the website!

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Speaking of advertising I have two cool sites for you to try for some free traffic:

First up is "E Syndicate". Primarily it's a site where you can list your articles, but it also has a neat feature where each article is turned into it's own webpage and submitted to hundreds of web-rings. If you have articles on the web at sites like Idea Marketers there's a fair chance you've already been contacted by E Syndicate to authorise your articles use.

E Syndicate is at:

<http://www.e-syndicate.net>

Second is Cody Moya's Advertising Giveaway. There's actually been a few sites along very similar lines active in the past. Basically, it's a place where traffic-site operators list their free offers, and members can join. It's usually the likes of banner impressions, safelist submissions, and autosurf credits that are on offer but again if you have the time it's all free traffic... The site is almost a copy of Codys previous "Free Software" giveaway site, so you may find it very familiar to use.

Try it at: <http://www.adsgiveaway.com>

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There's a hot new service about to be launched REAL soon called "Revenue Insider". From looking at the main page there appears to be a lot of extremely powerful tools included in the package, many that have never been seen before. This system aims to generate traffic to your site, and also help convert that traffic into buyers. It includes training, scripts, and more.

It's in prelaunch at the moment but you can join with me at the link below. This will only register you for "advanced notice" of the site, so you're not committing to anything yet. My advice, get in quick and be in the front row if it lives up to the promises!

<http://www.revenueinsider.com/go.php?id=144>

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Overture, the original big Pay-Per-Click search engine, has been rebranded as Yahoo Search Marketing. This is to reflect the stronger branding of Yahoo (which owns Overture, Altavista, and others). Sponsored links at the new Yahoo also appear on CNN, MSN and others.

To celebrate we can give you \$25 of PPC cash! Just join at this link:  
<http://www.tkqlhce.com/click-441554-10286856>

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ClickBank has a new, simpler, affiliate system. It takes this form:  
AFFILIATE.VENDOR.hop.clickbank.net  
So, for example, to send traffic to NetpreneurNow.com and earn 50% commissions on any ClickBank sales at our site, use this link:

<http://yourid.essjayar.hop.clickbank.net>  
(where `yourid` is your ClickBank ID)

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**You can still get "Firesale Secrets" from Mike Filsaime, for free!**  
<http://www.netpreneurnow.com/firesale-secrets.html>

**Make sure you take a look at the one-time offer after you sign up. Many people missed the opportunity, then regretted it. You only get one chance to take advantage of it. It's worth looking over!**

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## **10 Ways to Win With Resell Rights** **by Stuart Reid**

Buying software and ebooks with Resell Rights means you have full control over the product, including the profits, without the hassle of creating it yourself.

The problem is EVERYONE is doing it. To really make the most of Resell Rights you have to use every `trick` in the book. Try these Top 10 Methods for starters!

### **Be Early**

If you can promote quickly, as soon as a product is available, so much the better. This way the item is still `fresh` and in theory you'll get more sales, since not many people are selling it. This `honeymoon period` doesn't last long - so to make this work you must promote heavily, far and wide, and quickly.

## **Be Late!**

Strange as it may seem you can also promote older products AFTER the `big rush`! When a new package with resell-rights is launched it goes through three distinct periods. First, as mentioned in step 1, the item is promoted by the early adopters. Then, everyone else catches on and it seems to be everywhere. Finally the product remains on websites but is not promoted heavily, a good time for you to press for the sales...

## **Repackage**

This a very popular method to distribute resell-rights products. Bundle them together, perhaps create your own e-book or software to distribute them. This way you can promote the `new` product that no-one else is.

## **Be Exclusive**

If you can get resell rights with some kind of limited or exclusive deal from the products creator this is almost as good as creating it yourself. The product retains it freshness that much longer and you'll have almost no competition. Even if a product doesn't come with Resell Rights you can always contact the author and make an offer. You'd be surprised how well this works.

## **Buy Cheap**

The pile-it-high sell-it-cheap philosophy can be damaging to the Resell Rights market, but the bonus is you've bought the products so cheaply you're almost guaranteed a profit. They won't be large profits, but if you're selling 100's of different items it can add up. There are many sources of these products, including eBay - and the `price fixing` laws (if you interpret them this way) means the author may have trouble enforcing minimum-price policies.

## **Giveaway / Rebrand**

Some products let you rebrand them, usually to make money on the `back end`. This way it doesn't actually matter if you're giving away the package or selling it ultra-cheaply, since the up-front profit isn't your main goal. Some packages are truly viral and can spread amazingly quickly - carrying your links with them.

## **One-Time Offers**

This is another method of profiting from the back-end. Directly after your customer has purchased or downloaded the main product, quickly offer another with the promise that the offer is only good if taken advantage of immediately. These one-time offers have a higher response rate than usual and if the deal is good enough you should expect solid sales. You often find extra bundles or discounts offered this way.

## **Upgrades**

With an upgrade system you can giveaway cut-down or limited packages and software with a method of upgrading within the application itself. That way you can spread the free/limited software widely, hopefully having others give them away for you. Again, works with bundles - upgrade for extra software - or with time-limited trial software. It's been a common method within the shareware industry for years.

## JV

Since you effectively own the packages with Resell Rights you are free to make deals with other marketers. Usually, this involves a revenue-share of some kind, most commonly an Affiliate Program. That way they can market the product, and you both make a profit.

### Build Your Own

Perhaps the ultimate way to "Win With Resale Rights" is to create your own product and grant these rights for it. That way you can embed back-end opportunities into the product and watch while others sell it. You can even grant limited-rights to select marketers for a premium, or sell the Resale Rights at more than the product price -- effectively creating an upgrade path for the item.

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Stuart Reid is the creator of the "Instant Marketing Library", a ground-breaking package of e-books and reports complete with lifetime updates and resell/giveaway rights. You can download the Instant Marketing Library for free from:

<http://www.InstantMarketingLibrary.com>

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(You are free to reprint the article above in any format, on any media, as long as it remains un-edited, including the resource box)

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### New Downloads at the Members Site this week:

All on the "Whats New" pages at:

<http://www.memberssite.net/members>

1. Success Secrets -> PDF EBOOK
2. Conquering Fear -> PDF EBOOK
3. "Number One Surge" -> PDF EBOOK
4. Keyword Generator -> TOOL
5. Instant Email Pop -> TOOL
6. Free Resources -> Listings

Last weeks downloads are now on the normal Tools, Tips or Ebooks pages.

P.S. If you missed the Fr'ee Resale Rights Vault it's still available: <http://www.netpreneurnow.com/resalerightsvault>

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## New Articles in the Database this week:

1. How To Quickly Gain Traffic To Your New Site  
by Herman Drost

2. Do Your Homework  
by Scott F. Geld

3. The Power Of Topic Specific Search Engines  
by Sharon Housely

4. Google Adsense's Evolution  
by Sharon Housely

5. The Zen Of Motivation  
by Dr Jill Ammon-Wexler

Find them at

<http://www.netpreneurnow.com/internet-marketing-articles>

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## Quick roundup of previous recommendations:

1. Google Cash!

Proven plan for using Google Adwords to create profitable income-streams mainly using affiliate programs. This WORKS.

<http://www.googlecash.info>

2. Search Feast is a set-and-forget income-generating page for ANY site. Just plugin your ClickBank ID and you're set.

<http://www.SearchFeast.com/join?id=essjayar>

3. The Web Boot Camp

A one-off \$20 Payment makes you a member for life and let's you resell the package for 100% commissions without any complicated web-site editing or payment-processing!

<http://www.webbootcamp.com/rg.cgi?essjayar>

4. Marlon Sanders Marketing Dashboard

True Point-And-Click Marketing! There's no easier way to learn or profit.

<http://mdash.opportunity.com>

You can look at previous issues at:

<http://www.netpreneurnow.com/latest.shtml>

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Recommended Services cut-out-and-keep

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Netpreneur Now Members -

<http://www.memberssite.net>

Join at:

<http://www.memberssite.net/cgi-bin/locked.cgi>

Netpreneur Now Links- (some lead to sub-pages)

Daily Blog --> <http://netpreneurnow.blogspot.com>

Top Programs --> <http://www.netpreneurnow.com/1prog.shtml>

NewsFeeds --> <http://www.netpreneurnow.com/news.php>

Past Issues --> <http://www.netpreneurnow.com/latest.shtml>

Online Store --> <http://www.netpreneurnow.com/shop.shtml>

Top Programs --> <http://www.netpreneurnow.com/1prog.shtml>

My Articles --> <http://www.netpreneurnow.com/mini.shtml>

NetNow Forum --> <http://www.netpreneurnow.com/forum>

Site Tour --> <http://www.netpreneurnow.com/tour.shtml>

FR-EE Audios --> <http://www.executiveaudioinstitute.com/reid>

Traffic Tips --> <http://www.netpreneurnow.com/2traffic.shtml>

Buy Traffic --> <http://www.netpreneurnow.com/traffic>

Fr'ee Hits --> <http://www.netpreneurnow.com/freetraffic>

AutoSurf --> <http://www.buttonswap.com/auto2>

Hits Exchange -> <http://www.exitlove.com>

Button Ex. --> <http://www.buttonswap.com>

Hosting --> <http://www.netpreneurnow.com/hosting.shtml>

Links --> <http://www.netpreneurnow.com/links>

FFA --> <http://www.netpreneurnow.com/cgi-bin/links.cgi>

Classads -> <http://www.netpreneurnow.com/cgi-bin/classifieds.cgi>  
Advertising --> <http://www.netpreneurnow.com/advertising.shtml>  
Resell Rights -> <http://www.ProductPacks.com>  
ToolBar --> <http://www.netpreneurnow.com/setup.exe>  
Newbie Guide --> <http://www.netpreneurnow.com/quick.exe>  
Ultimate eBay -> <http://www.productpacks.com/ebay>  
Site Award --> <http://www.netpreneurnow.com/award.shtml>  
Forums List --> <http://www.netpreneurnow.com/boards.shtml>  
Article Subs --> <http://www.netpreneurnow.com/submit-article>  
"Moans" --> <http://www.netpreneurnow.com/moans.shtml>

Internet Marketing Articles Directory ->  
<http://www.netpreneurnow.com/internet-marketing-articles>

Internet Marketing Store -->  
<http://www.netpreneurnow.com/shop.shtml>

\* UPDATED \*

Please rate this Ezine at the Cumuli Ezine Finder  
<http://www.cumuli.com/ezines/ra70783.rate>

Fr'ee eMail:

<http://www.fastmail.fm> - Fast, Powerful, Big Inbox!

<http://www.mailpuppy.com> - Quick and Cute

<http://gmail.google.com> - new and in beta, one to watch. If you can't get an account ask me for an invite, I may have some left!

If you want to contact me for any reason or to suggest anything for the site, the ezine, or perhaps arrange ad-swaps or product reviews use this address:

<mailto:webmaster@netpreneurnow.com>

Alternatively, and only for \*URGENT\* e-mails, use:  
stuart at netpreneurnow.com

You can also use the Forum over at:  
<http://www.netpreneurnow.com/forum>