

## What are the definitions for "Distribution Rights"?

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**Resale Rights**

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Usually included with each resale products is a document named "Reseller Agreement" or "License". This document notifies of the allowable distribution channels that you are allowed to use, or sell this product in. Below are the listed rights and their basic meanings...

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YESSell Private Label Rights

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YESClaim Full Copyright

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YESSell Master Resale Rights

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YESEdit/Alter the Sales Materials

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YESAdded to Paid Membership Sites

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YESAdded to Free Membership Sites

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YESCan be Broken Down Into Articles

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YESCan be Packaged with Other Products

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YESSell at Auction Sites

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YESOffered Through Dime Sale Events

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YESOffered as Free Bonus

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YESGiven Away for Free

**Private Lable Rights** - Private label rights allow you to make another author's work show like it's yours by changing its content. That can vary from writing an introduction paragraph or editing the title to completely modifying it any way you want and add your name to it as the creator (with or

without the condition that you HAVE to modify the content). Anything allowing you to change the content (except branding an affiliate link) is called Private Label Rights.

**Master Resale Rights** - Master Resale Rights gives you the opportunity to sell both the product AND the resell rights. This increases value of the product significantly, because your customer may resell the product for profit too. You own the software completely.

**Resale or Resell Rights** - Resell Rights work the same as Master Resale Rights, with the exception that you may sell the product and keep 100% of the profits, but you may not sell the resale rights to your customers, meaning that they are not allowed to resell it!

**Personal Use Rights** - These are just like they sound. You are free to use this product but have no permission to sell it, or give it away in any format.

**Edit / Alter The Sales Material** - Most products in the Resale Industry come with a "Salespage" or "Website". This usually consists of graphics like ebook covers, or software boxes, a page header and footer graphic, background and an "order button" graphic. The salespage also usually consists of sales text already created for you. A general rule is that any Master Resale Rights product you may alter only the sales page text and must leave the graphics as they are, where a Private Label Rights product will usually allow you to edit, or even replace any graphics, and rename the entire product.

**Added to a Paid Membership Site** - Membership sites like [www.enterprisemembers.com](http://www.enterprisemembers.com) are websites that offer resale, and other products to it's clients in a membership format. In short, you may pay say \$39.99 a month a get access to all products for that lump price.

**Added to Free Membership Sites** - Free Memberships are one of two things. First, they are just like they sound, a site that does not charge a fee of any kind. The other is an area of a paid membership site that is not a part of the paid membership but offers free resale and other products.

**Can Be Broken Down Into Articles** - This are referring to ebooks, and the author may, or may not want the ebooks integrity to be converted into a series of articles. Some ebooks are actually a compliation of articles and formed to getther to make an ebook.

**Can Be Packaged With Other Products** - Packaging of products, or bundling is a common way for resellers to offer their products for resale. The Author may, or may not want his product included in such offerings. Some may also state the maximum number of products that are allowable to package.

**Can Sell On Auction Sites** - An author may, or may not want to you sell thier product on auction sites like eBay.

**Offered Through Dime Sale Events** - Dime sales are usually radical offerings of a huge quantity of products for a super low price. Almost all authors do not allow for their products to be distributed this way.

**Offered as a Free Bonus** -Some internet marketers will offer a free promotional product to their website visitors for signing up for a newsletter, or joining a membership. These (amongst other giveaways) are considered bonus offerings.

**Given Away for Free** - This is just as it sounds. This is when a product is simply free to pass around with no compensation required. This is not the same as a "Free Bonus" because this offering requires no registration to a newsletter, or membership.