

How Can I Profit from Resell Rights products?

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There are many ways to profit from resell rights products. The first way, of course, is to simply resell the product. However, there are ways that you can realize even more profits. It just takes a little thought and creativity.

When you sell the product, have an additional product or products to sell as an upsell or backend product. For instance, sell the resell product at 39.95, then have an upsell, or a related product, that you offer either on your order page for an increased price, such as 49.95 or 59.95. Your upsell could even be a membership website, for which you would collect monthly membership fees from your customers.

You can also advertise a backend product on the thank you page. This is a product that is offered after the purchase of the original product is made, for a different price. Backend products can cost more than the original product, the same, or even less.

You can also profit more from your resell rights products by repackaging it, including more products, and raising the value of the package - which in turn raises the price. If you have master resell rights of the product, which allows you to sell the resell rights as well, you can create a nice package of various related products and sell resell rights to that package as well.

You could even simply sell the product, or give it away if you are allowed to do so, in order to use a squeeze page to collect quality leads. A large list of quality leads opens many profitable doors. For instance, you could enter into joint venture deals to sell high ticket products to your list, or rent your list out to other companies for a fee.

However, before you start using various methods for increasing your profits with resell rights products, it is very important that you read your license agreement to be certain that you are not in violation of any of the terms.

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